

SEARS 1948

Christmas

BOOK

Largest, most complete gift catalog we've ever published

★ More pages than ever before

★ More selections to choose from on every page

★ Gifts from 25c up—hundreds actually under \$1.00

Do all your Christmas shopping from this catalog—without leaving your home, without tiring yourself. And remember—shop early for complete selections, quick delivery.

New helpful list of gift suggestions on pages 238-239.

Index on page 240

Easy Terms on page 243



SATISFACTION GUARANTEED
OR YOUR MONEY BACK

SEARS, ROEBUCK AND Co.

3625 E. 15TH STREET
KANSAS CITY 14, MO.



Quotations appearing in the "Christmas Cards" shown on pages in this book were selected from familiar carols, poems, folk songs, dialogues, plays. Included are such well known poets and authors as Wm. Shakespeare, James Whitcomb Riley, Phillips Brooks, S. E. Kiser, M. Louise Ford, Ella M. Johnson, H. D. Castle and others.

Sears proudly presents



Their biggest, most complete Men's

Furnishings Department . . smart gifts for every man

- DRESS SHIRTS . . 52 styles to choose from . . whites, stripes, solids, figures . . newest collar styles . . finely woven Sanforized fabrics
- SPORTS SHIRTS . . distinctively, boldly smart, new and "different"
- FLANNEL SHIRTS . . colorful as Christmas ornaments; warm, too
- TIES . . new "verticals" ablaze with color; conservative styles, too
- PAJAMAS . . So smartly tailored he'll use them for lounging
- SWEATERS . . pullovers with the new bold look; favorite classics
- SOCKS . . in colors that put the rainbow to shame; also "quiet" styles
- ROBES . . rich rayons; soft, warm wools; thick cotton blanket cloth types
- GLOVES . . butter-soft leathers: pigskins, capeskins, deerskins
- UNDERWEAR . . luxurious rayons, brightly patterned shorts, shirts
- BELTS, BELT SETS, SUSPENDERS . . supple leathers, jewelry trimmings

The new shorter Kent collar

If he dares to be different, he'll like everything about this high styled shirt . . . the set of the non-wilt short point collar, the horizontal hairline stripe pattern, the fine tailoring throughout. Fine cotton broadcloth, Sanforized so it can't shrink over 1%; vat dyed and washfast. Dressy (no panel) French front; single cuffs. Boxed. Shpg. wt. ea. 1 lb. 3 oz.

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17 inches. State neck size and sleeve length wanted.

33 N 250—Blue 33 N 251—Tan. Each \$3.49 3 for \$10.20
Tie illustrated sold on page 11. Sleeve length chart on page 5.

\$3.49
Each

3 for \$10.20



Famous Tru-point's Reduced



WERE ~~\$3.49~~
3 for ~~\$10.25~~

\$2.79
Each
Save 40c

3 for
\$8.20
Save \$1.05

BUY 3
FOR BIGGEST
SAVINGS

Tru-point means curl-proof collars. Hidden stays fused in tips, for long-lasting neat appearance.

If he's worn a Tru-point before, he'll appreciate your thoughtfulness. If he hasn't, there's a new thrill in collar comfort and neat looks awaiting him. See small view at left. Shirts are closely woven cotton broadcloth, mercerized and Sanforized. Fabric won't shrink over 1%. Vat-dyed colors are fast to washings. PFLORIN tailoring includes double yoke, strongly stitched seams, regular panel front, single cuffs. Shpg. wt. each shirt 1 lb. 3 oz. Boxed.

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17 in. State neck size, sleeve length.

A Sparkling white broadcloth. Sizes above. Sleeve lengths, page 5.

33 N 300—Each \$2.79 3 for \$8.20

C Figured design on soft ground color. Vat dyed broadcloth. Sizes above.

33 N 310—Blue 33 N 311—Tan
33 N 312—Green. Each \$2.79 3 for \$8.20

B Solid color broadcloth. Sizes above.

33 N 305—Blue

33 N 306—Tan. Each \$2.79 3 for \$8.20

D Stripes on soft ground colors. Vat dyed broadcloth. Sizes above.

33 N 315—Blue stripe Each 3 for
33 N 316—Tan stripe \$2.79 \$8.20

Woven stripe broadcloth

Were \$3.85. Fine cotton broadcloth; mercerized. Sanforized, won't shrink over 1%. Washfast. French front, single cuffs, non-wilt collar. Boxed. Shipping weight each 1 pound 3 ounces.

\$3.49
Each

3 for \$10.20

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17 in. State neck size, sleeve length.

33 N 187—Blue
33 N 189—Green. Each \$3.49 3 for \$10.20

See page 5 for measuring instructions. See page 11 for ties.

Wide collar . . woven stripes

Combed cotton broadcloth; Sanforized, won't shrink over 1%. French front, double cuffs. Washfast. Collar has removable stays. Shpg. wt. ea. 1 lb. 3 oz.

\$4.77
Each

2 for \$9.25

4 for \$18.00

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17 in. State neck size, sleeve length.

33 N 217—Blue 33 N 218—Tan

33 N 219—Green
Each \$4.77 . . . 2 for \$9.25 . . . 4 for \$18.00

Every man wants lots of WHITE DRESS SHIRTS

Buy him 3, 6, or 12 for a truly impressive gift . . . and **SAVE MONEY DOING IT!**
Sanforized broadcloths . . . 3 Pilgrim qualities



GOOD Regular Collar Style (A)			
Each \$1.97 Were \$2.49	3 for \$5.80 Were \$7.29	6 for \$11.00 Were \$14.58	12 for \$21.50 Were \$29.16
SAVE 52c	SAVE \$1.49	SAVE \$3.58	SAVE \$7.66
Order as many sizes as you wish			

BETTER Regular Sizes			
Each \$2.57 Were \$2.98	3 for \$7.50 Were \$8.80	6 for \$14.00 Were \$17.60	12 for \$27.00 Were \$35.20
SAVE 41c	SAVE \$1.30	SAVE \$3.60	SAVE \$8.20
Order as many sizes as you wish			

BEST			
Each \$3.77 Were \$3.98	3 for \$11.00 Were \$11.75	6 for \$20.50 Were \$23.50	12 for \$39.00 Were \$47.00
SAVE 21c	SAVE 75c	SAVE \$3.00	SAVE \$8.00
Order as many sizes as you wish			



Sizes for average, stout and tall-slim men. Cut to fit without binding. Buy 3 or more shirts (any size) and save money.

↑
Reg. Sizes
\$2.57
Each

\$3.77
Each

All prices on this page
cut from our General Catalog

GOOD quality 112x60 white broadcloth
Buy 3, 6 or a dozen of our lowest priced dress shirts and keep your gift budget low. Good cotton broadcloth (172 threads per sq. inch); Sanforized, won't shrink over 1%. Medium point non-wilt collar. Regular panel front, single cuffs. Boxed. No tie. Shpg. wt. each 1 lb. 3 oz.
Neck sizes 14, 14½, 15, 15½, 16, 16½, 17 in. State neck size, sleeve length. See page 5 for sleeve lengths.

33 N 100—Each.	\$1.97	3 for \$5.80	6 for \$11.00	12 for \$21.50
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Widespread Collar Shirts. Same features as above. State size and sleeve length, see above. No tie.

Single Cuffs, Regular Front		3 for	6 for
33 N 104—Each.	\$2.19	\$6.45	\$12.50
Double Cuffs, Regular Front		3 for	6 for
33 N 114—Each.	2.49	\$7.35	\$14.50

BETTER quality 136x60 white broadcloth
Combed, cotton broadcloth (196 threads per sq. inch), Sanforized, won't shrink over 1%. Non-wilt collar. Regular front, single cuffs. No tie. Shpg. wt. ea. 1 lb. 3 oz. Boxed.
Regular neck sizes 14, 14½, 15, 15½, 16, 16½, 17 in. State neck size, sleeve length. See page 5 for sleeve lengths.

33 N 130—Each.	\$2.57	3 for \$7.50	6 for \$14.00	12 for \$27.00
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For Extra Tall Men. Longer body and sleeves. 36-inch shirt tails. Non-wilt collar.
Neck sizes 14½, 15, 15½, 16, 16½, 17, 17½ in. Sleeves, 36, 37 in. State neck size and sleeve length. White.

33 N 53—Each.	\$2.77	3 for \$8.15	
For Extra Big Men. Gathered back and sleeves. Larger neck and body. Neck sizes 17½, 18, 18½, 19 in. Sleeves, 33, 34, 35 in. State neck size, sleeve length. White.	33 N 54—Each.	\$2.77	3 for \$8.15

OUR BEST 144x76 broadcloth
Actually 220 threads packed into every square inch of this fine mercerized combed cotton broadcloth; fabric is silky smooth, extremely durable. Sanforized, won't shrink over 1%. Non-wilt collar, ocean pearl buttons. Single cuffs, French front. Double shoulder yokes for longer wear. Back and sleeves gathered for comfort. Tie not included. Boxed.

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17-in. State neck size, sleeve length. See page 5 for sleeve lengths. Shpg. wt. 1 lb. 3 oz.

33 N 148—Ea.	\$3.77	3 for \$11.00	6 for \$20.50	12 for \$39.00
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★ ★ ★ ★ ★
 Another two
 pages in Sears
 Big complete
 Men's Furnishings Section
 ★ ★ ★ ★ ★



Pilgrim Dress Shirts

..sparkling white

..the lilt of it is jolly.
 and the words of it are gay
 "Get the mistletoe and holly,
 I have started on the way"

Special fabric collar and cuffs guaranteed to outwear the shirt

No "saw edged" collar, no frayed cuffs...
 made of firmly woven 3-ply cotton fabric,
 guaranteed by Sears to outwear the shirt
 ... you get a new shirt free if it doesn't.
 Body of shirt is fine quality 136x60 count cotton broad-
 cloth (196 threads per sq. in.). Fabric is Sanforized,
 won't shrink over 1%. Gathered back, sleeves. Med.
 point non-wilt collar. Regular front, single cuffs. No
 tie. Shipping weight each 1 lb. 3 oz. Boxed.
 Neck sizes 14, 14½, 15, 15½, 16, 16½, 17 inches. Please
 state neck size, sleeve length, see page 5.
 33 N 255—White. Each \$3.85 3 for \$11.15 6 for \$21.80

Es. \$3.85

3 for \$11.15

6 for \$21.80



Fine Sanforized white pique

For a gift he'll long remember make it a
 really "special" one like this dress shirt.
 It's "top drawer" quality in every detail,
 from the sparkling white combed cotton pique to the
 precise tailoring. Fabric is Sanforized, won't shrink over
 1%. Soft long point collar has removable stays. French
 (no panel) front; dressy double cuffs; Gathered back and
 sleeves. No tie. Boxed.

Es. \$3.85

3 for \$11.15

6 for \$21.80

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17 in. State neck
 size, sleeve length; see page 5. Shpg. wt. each 1 lb. 3 oz.
 33 N 258—White. Each \$3.85 3 for \$11.15

4 . . SEARS, ROEBUCK AND CO. ALL



A \$2.94

D \$3.19

B \$3.49

E \$3.69

C 55c

A Oxford cloth... lustrous combed cotton fabric,
 softer, more durable than just ordinary broad-
 cloth; won't shrink over 1%. Youthful, casual
 styling with its button down soft collar. Regular
 front, single cuffs. No tie. Shpg. wt. each 1 lb. 3 oz.

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17 in.
 State neck size, sleeve length; see page 5.
 33 N 137—White. Each \$2.94 3 for \$8.60

B Neckband style, double cuffs. Combed cotton
 broadcloth. Mercerized, Sanforized won't shrink
 over 1%. Order collar below. Wt. ea. 1 lb. 3 oz.

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17 in.
 State neck size, sleeve length.
 33 N 133—White. Each \$3.49 3 for \$10.20

C Von Huesen Separate Collar. Strong cotton
 webbing. Sanforized. Sizes 14, 14½, 14¾,
 14¾, 15, 15½, 15¾, 15¾, 16, 16¾, 16¾, 16¾,
 17, 17¾. Postpaid. (Shpg. wt. each 3 oz.).
 33 N 15—White. Please state size. Each 55c

D Wore \$3.69. Sanforized rayon... looks like silk,
 launders like a cotton. Fabric won't shrink over
 1%. Novelty weave forms a smart pattern. Beau-
 tifully tailored. Soft med. point collar. Reg. front,
 single cuffs. No tie. Shpg. wt. each 1 lb. 3 oz. At-
 tractively boxed... makes a fine gift.

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17 in.
 State neck size, sleeve length; see page 5.
 33 N 190—White. Each \$3.19 3 for \$9.30

E Rayon stripe broadcloth... gleaming stripes
 form a smart contrast to the fine cotton fabric.
 Sanforized, fabric won't shrink over 1%. Medium
 point non-wilt collar, regular front, single cuffs.
 Carefully Pilgrim tailored with fine even stitching
 throughout. Tie not included. Shipping weight
 each 1 pound 3 ounces. Boxed.

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17 in.
 State neck size, sleeve length; see page 5.
 33 N 256—White. Each \$3.69 3 for \$10.77

SIGNA-GRAM

initial on cuffs makes a better **WHITE DRESS SHIRT** into a personalized gift hit



Signa-gram Shirts Individually boxed



Each Signa-gram shirt is packed in box; reaches you fresh and clean, ready for wrapping.

NOW LOWER than last Spring's low price

WERE	\$285	3 for	6 for
\$3.69	Each	\$8.35	\$16.50
3 for \$10.79	Save 84c	Save \$2.44	Save \$5.08

Lucky indeed is the man who's gifted with a Signa-gram shirt . . . the smart metal snap-in initial (gold color on black) adds just the right personal touch, makes a handsome gift of what might have been just "another Christmas shirt." Three distinctive styles to choose from.

Finely tailored of high count cotton broadcloth, combed and mercerized for strength, smoothness and rich luster. Sanforized to assure lasting good fit; fabric won't shrink over 1%. Expertly needled, carefully finished throughout. Pleated back and sleeves. Regular panel front, single cuffs. Comfort-cut collars in your choice of styles. See page 11 for ties.

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17 inches. Please state neck size, sleeve length, initial; all initials except I, O, Q, U, V, X, Y, Z. Shipping weight each 1 pound 3 oz.

- | | | |
|----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 1 White on White, self-figure. Medium point, non-wilt collar. White. State size above. Each 3 for 6 for 33 N 203 \$2.85 \$8.35 \$16.50 | 2 Widespread collar, removable stays. Color, white. State size; see sizes above. Each 3 for 6 for 33 N 201 \$2.85 \$8.35 \$16.50 | 3 Medium point, non-wilt collar. Made of white broadcloth. State size, see above. Each 3 for 6 for 33 N 200 \$2.85 \$8.35 \$16.50 |
|----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|

HOW TO MEASURE FOR MEN'S SHIRTS

- | | | |
|-----------------------------------------------------------------------------------------------------------------------------------|---------------------|--------------------------|
| 1. First measure carefully around the neck. The number of inches is correct neck size. State neck size. | Neck size in inches | Sleeve lengths available |
| 2. Bend arm and measure from middle of back of neck to the wrist. Number of inches is correct sleeve length. State sleeve length. | 14..... | 32, 33 |
| | 14½..... | 32, 33 34 |
| | 15, 15½..... | 32, 33, 34, 35 |
| | 16..... | 32, 33, 34, 35 |
| | 16½, 17..... | 33, 34, 35 |

All your Christmas shopping can be done at one time without waiting for the next pay check. Sears Easy Terms are convenient and simple to use. See page 243 for complete details.



4 \$3.85 Each



5 \$4.77 Each



Wide-spread and long slope collar



6 \$3.85 Each



Two-cuff styles, single or double

Pilgrim
THE RIGHT WAY TO BUY
MEN'S FURNISHINGS

Our finest white Dress Shirts

Superbly tailored of luxurious fabrics

For the man who wants the best, give him our finest white dress shirts. Superb fabric, tailoring, appearance. Fine cotton broadcloth fabrics selected for firm, even weave; smooth-as-silk appearance; resistance to constant wear and launderings. Sanforized, fabric won't shrink over 1%. Combed and mercerized, too. Tailored with fine even stitching. Gathered back, sleeves allow fullness for comfort. Double yokes; long shirt tails. Ocean pearl buttons. Ties sold on pages 10, 11. Boxed. Shpg. wt. each shirt 1 lb. 3 oz.

Style 4
\$385 Each
3 for \$11.15
6 for 21.80

Neck sizes 14, 14½, 15, 15½, 16, 16½, 17 in. State neck size, sleeve length.

- | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|---------------|
| 4 2x1 Pima broadcloth. Wide-spread collar with removable stays. French front; single cuffs. 33 N 182—White. Sizes above. | Each \$3.85 | 3 for \$11.15 | 6 for \$21.80 |
| 5 2x2 Pima broadcloth (2-ply yarns both ways); more closely woven than above. French front. Long slope soft collar; removable stays. White. Sizes, tailoring features, see above. | Each \$4.77 | 2 for \$9.25 | 4 for \$18.00 |
| 6 White on white broadcloth. Neat self color figure. Fine fabric (144x 76 count). Soft wide-spread collar has removable stays. French front, double cuffs. Other features above. | Each \$3.85 | 3 for \$11.15 | 6 for \$21.80 |

★ ★ ★ ★ ★
 Another two
 pages in Sears
 Big complete
 Men's Furnishings Section
 ★ ★ ★ ★ ★

A
 \$2.94
 Were
 \$3.69



Pilgrim Dress, Sport and Flannel Shirts

"Speed the grateful sound
 Bidding Merry Christmas
 All the world around"

All Pilgrim Dress and
 Sport Shirts Individually
 boxed for gift-giving

Two of our finest colored Dress Shirts at reduced prices!

A Rich rayon Sanforized,—wash-
 fast. Looks like a heavy silk,
 washes like any good cotton. Won't
 shrink over 1%. Soft med. point
 collar, reg. front, single cuffs. Sleeves,
 back gathered. Colored stripes on
 harmonizing ground.
B End-and-end broadcloth... su-
 perior combed cotton fabric,
 mercerized for silk-like luster, San-
 forized, won't shrink over 1%. Soft
 misty coloring. Non-wilt medium
 point collar, French (no panel front),
 single cuffs. Gathered back, sleeves.
 Shpg. wt. each 1 lb. 3 oz.
 Neck sizes 14, 14½, 15, 15½, 16,
 16½, 17 in. State neck size, sleeve lgth.
 Shpg. wt. each 1 lb. 3 oz. Boxed.
 33 N 192—Blue. 3 for \$8.60
 33 N 193—Tan. Each \$2.94

3 for \$8.60
 3 for \$10.20
 Each... \$3.49

TIES ILLUSTRATED ON SHIRTS ON THESE TWO PAGES SOLD ON PAGES 10 AND 11.

Look at these Pilgrim Sport Shirt values . . . you'd expect to pay much more



L

Signa-gram initials
 on the pockets
 (shirt [1] only)
 adds a personal
 touch to this shirt.

I
 \$4.88



2 \$2.79

3 \$4.88

4 \$2.79

Firmly woven cottons, rayons . . . shrinkage-controlled, vat-dyed

Always welcome additions to a man's wardrobe. Buy him two or more for real Christmas treat. All Pilgrim sport shirts are carefully tailored with convenient two-way collars, squared in-or-out tails; finely needled, cut full and roomy throughout. Fabrics are Sanforized (except [1]), won't shrink over 1%. Colors are vat-dyed. Long sleeved. Individually boxed for gift giving. Signa-gram initials with shirt [1] only. Shipping weight each shirt 1 lb. 6 oz. Please state neck size.

Sizes small (14-14½-in. neck); medium (15-15½); medium large (16-16½); large (17-17½).

1 Removable initial on each pocket button 100% rayon gabardine. Button loop at neck. Washable, 2% max. fabric shrinkage. All initials but I, O, Q, U, V, X, Y, Z. Print initial. State size above.
 33 N 535—Maize (yellow) plaid.
 33 N 533—Blue plaid.
 33 N 534—Tan plaid. Each \$4.88 2 for \$9.50

3 50% Rayon and 50% cotton gabardine in smart two-tone combination. Casual styling and dressy fabric. Two button-through flap pockets; two button adjustable cuffs. Button loop at neck. Hand wash separately. State size; see above.
 33 N 497—Tan front; brown trim. 2 for \$9.50
 33 N 498—Brown front; tan trim. Ea. \$4.88

2 Cotton poplin, soft solid colors. Closely woven for long wear. Mercerized. Washfast. State size above.
 33 N 643—Blue. 33 N 644—Tan. 3 for \$8.25
 33 N 645—Green. Each \$2.79

4 Cotton printed plaid, smoothly, firmly woven, very smart. Washable. State size; see above.
 33 N 608—Tan. 33 N 609—Blue. 2 for \$8.25
 33 N 610—Green. Each \$2.79

Better *Celanese* rayons

with the new bold look . . . solid color knots and exclusive patterns

\$1.44
Each

Each necktie (except G and K) 3 for \$4.14 in fashioned from rich *Celanese* Acetate rayon yarns. Wool interlined . . . tie with a neat dimpled knot; drape smartly. Rayon faced ends except (G). Boxed. Shpg. wt. each 4 oz.

- A** Diamonds marching in precise columns. 33 N 3818—*State color* blue, maroon, brown. \$1.44
- B** Half solid, 1/2-mesh. "Net" result, good taste. 33 N 3819—*State color* maroon, blue, brown. \$1.44
- C** Feather in his cap with 2 feathers on his tie. 33 N 3817—*State color* maroon, blue, brown. \$1.44
- D** Squares within squares. *Please state color.* 33 N 3820—Blue, maroon, brown, green. \$1.44
- E** Lively ovals balance vertical swirl of color. 33 N 3822—*State color* brown, maroon, blue. \$1.44
- F** Triple tulip pattern in graceful color curves. 33 N 3821—*State color* maroon, blue, brown. \$1.44
- G** Trio of ducks. Hand painted, hand loomed in California. Homespun all wool. *State color.* 33 N 3828—Maize, blue, maroon, green, brown \$1.44
- H** Swirls unfurled on solid background of color. 33 N 3816—*State color* blue, maroon, brown. \$1.44
- J** Modern design of circles and straight lines. 33 N 3815—*State color* brown, maroon, blue. \$1.44
- K** 2 Vertical halves for distinct beauty. Rayon. 33 N 4050—*Colors* brown-maize, blue-gray; maroon-maize; green-gray. *Please state color.* \$1.44

* Reg. U.S. Pat. Off.



\$1.88
Each

Rich, heavy silks and rayon

Lustrous-smooth fabrics emphasize rich colors of masculine patterns. They tie with neat solid-color knot and hang in smart, even drape. Wool lined, rayon faced ends. Boxed. Shipping weight each 4 ounces.

- L** Hand painted fine quality rayon. Solid colored knot blends in with strokes of artist's brush. Wool lined. 33 N 3826—*Please state color* blue, maroon, brown. . . . \$1.88
- M** Colored chains flank the color band in bold pattern. 33 N 3825—Silk. *Please state color* maroon, blue, brown. \$1.88
- N** Vertical shafts at "right" angle to lightning design. 33 N 3824—Silk. *Please state color* blue, maroon, brown. \$1.88
- P** Interlocking 1/2-circles, laced borders in panel print. 33 N 3823—Silk. *State color* brown, blue, maroon, green. \$1.88

Individually boxed Mufflers

- 1** Double thick knit rayon. Priced to fit Christmas budgets. About 11x48 in. with fringe. Shpg. wt. 9 oz. 33 N 3539—*White only.* Hand wash separately. . . . 94c
- 2** Rayon crepe. Double thick. About 12x50 in. with knotted fringe. Hand wash separately. Shpg. wt. 6 oz. 33 N 3526—*Colors* maroon, white, yellow. *State color.* \$1.88
- 3** Multicolor rayon crepe. About 12x50 in. with knotted fringe ends. Dry clean. Shpg. wt. 8 ounces. 33 N 3536—*Colors* blue, maroon, brown. *State color.* \$1.88
- 4** Initialed white rayon crepe. About 12x50 in. with knotted fringe. Hand washable. Embroidered initial (all except I, Q, U, V, X, Y, Z) or motif, *state which.* 33 N 3537—*White only.* Shipping wt. 8 oz. . . . \$1.88
- 5** Solid color zephyr wool. About 12x48 in. Hand wash separately. Shpg. wt. 7 oz. *State color.* 33 N 3525—*Colors* maroon, lt. yellow, white, tan, navy. \$1.88
- 6** Zipper front wool worsted plaid. Abt. 11x46 in. with self fringe. Dry clean. Shipping weight 8 ounces. *Please state neck size, color. Sizes* small (14-14 1/2); medium (15-15 1/2); large (16-16 1/2). 33 N 3535—*Colors* blue, maroon, brown. *State color.* . . . \$2.19
- 7** Glove and Muffler Set; all worsted wool. Woven muffler about 12x48 in. with self fringe. Matching knit gloves. Hand washable. Shpg. wt. set 13 oz. *State size, color. Glove sizes* small (8); med. (9); large (10). 33 N 3540—*Colors* yellow, navy, white, maroon, tan. \$2.88
- 8** Plaid muffler; zephyr wool. About 12x48 in. with self fringe. Hand wash separately. Shpg. wt. 8 oz. 33 N 3538—*Colors* blue, maroon, brown. *State color.* . . . \$1.44





For women's style see page 103. Make up a set for the perfect gift for Mr. and Mrs.

★ ★ ★ ★ ★
 Another two pages in Sears Big complete Men's Furnishings Section
 ★ ★ ★ ★ ★

New Gift Idea for Mr. and Mrs. Pajama Patterns that match.

Men's Suit \$4.79 An original idea for a practical Christmas gift for husband and wife . . . 2 for \$9.39 pajama patterns that match. Men's style of Sanforized cotton broadcloth; won't shrink over 1%. Big and roomy for sleeping comfort. Elastic side waist band. Neat cuffs, button front. Washable. Shipping weight each suit 1 pound.
 Sizes A, B, C, D. State size letter. See size table on opposite page.
Ombre style ploid. State size letter.
 33 N 938—Blue 33 N 939—Maroon
 33 N 940—Green
 Men's suit each \$4.79 2 for \$9.39
Scroll print. State size letter.
 33 N 941—Blue 33 N 942—Maroon
 33 N 943—Green
 Men's suit each \$4.79 2 for \$9.39



Sanforized Broadcloth Regular and extra long sizes

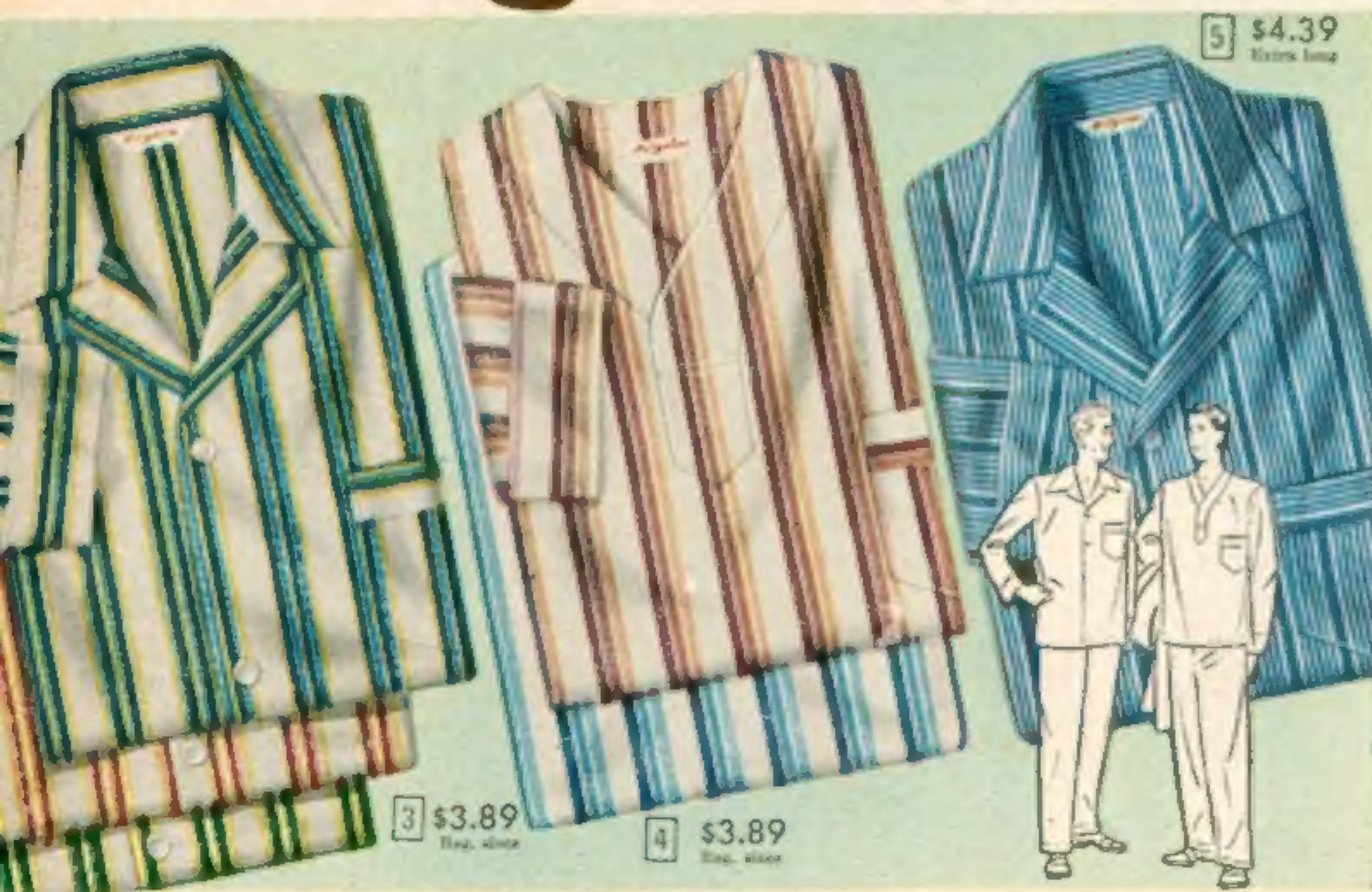
Buy a pair for a present . . . buy a pair for yourself, too. Rich cotton broadcloth in attractive printed stripe pattern. Cut big and roomy. Sanforized; fabric won't shrink over 1%. Drawstring waistband, button fly front. Cuffs on sleeves. Washable. Shpg. wt. suit 1 lb. See size table on opposite page.
Regular sizes A, B, C, D, E. State size letter.

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1 Coat style
 33 N 855—Green
 33 N 853—Blue
 33 N 854—Maroon
 Suit \$3.69 2 for \$7.19</p> | <p>2 Pullover Style
 See table at rt.
 33 N 856—Blue
 33 N 857—Maroon
 Suit \$3.69 2 for \$7.19</p> |
| <p>Extra long sizes B, C, D. State size letter.</p> | |
| <p>Coat Style
 33 N 858—Blue
 Suit \$3.95 2 for \$7.79</p> | <p>Pullover Style
 33 N 859—Maroon
 Suit \$3.95 2 for \$7.79</p> |

Sanforized flannelettes

\$3.89 Christmas and winter are 2 good reasons for buying these cotton flannelettes now. Heavyweight cotton softly napped for warmth; cut roomy for comfort. Fabric won't shrink more than 1%. Trousers have drawstring waist with elastic section woven-in. Washable. Shpg. wt. suit 1 lb. 8 oz.

- Regular sizes A, B, C, D. State size letter.
- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>3 Coat style
 33 N 1070—Blue
 33 N 1071—Maroon
 33 N 1072—Green
 Suit \$3.89 2 for \$7.59</p> | <p>4 Pullover style
 33 N 1073—Blue
 33 N 1074—Maroon
 See table at right.
 Suit \$3.89 2 for \$7.59</p> |
| <p>Extra long sizes B, C, D. Please state size letter.</p> | |
| <p>5 Coat style
 33 N 1075—Blue
 Suit \$4.39 2 for \$8.59</p> | <p>Pullover style
 33 N 1076—Blue
 Suit \$4.39 2 for \$8.59</p> |



Ski style cotton "Knits" \$3.35 Heavyweight cotton yarns and soft outside nap make a thick warm fabric. Snug-fitting wrists, ankles, waist, neck to keep out cold. Elastic waistband in trousers. Hand wash separately. Shpg. wt. suit 1 lb. 6 oz. Sizes A, B, C, D. State size letter. Size table on opposite page.
 33N1029—Med.tan
 33N1028—Med.blue
 Suit.....\$3.35 2 for....\$6.50

Percalé Nightshirt \$2.95 Men like practical gifts such as this full cut nightshirt. Firmly woven of long wearing white cotton percale. Can't shrink out of shape for it's Sanforized (max. shrinkage 1%). Full 54 inches long. Shipping weight each 1 pound. Sizes small (34-38 inch chest); medium (40-44); large (46-50). State size.
 33 N 971—White
 Each....\$2.95 2 for....\$5.75





Coat style, cotton broadcloth

1 \$4.79 Sewed-on braided "frogs" on button holes, wide 2-inch lined cuffs on sleeves and trouser legs. 2 for \$9.39 Closely woven cotton broadcloth with double stitched seams. Drawstring in trousers has sewed-in elastic section. Hand wash separately. Shpg. wt. suit 1 lb.
 Sizes A, B, C, D. State size letter.
 33 N 930—Gray Suit \$4.79 2 for \$9.39
 33 N 929—Blue 2 for \$9.39

Lounge style Pajamas

2 \$4.95 Knitted combed cotton tops with contrasting cotton broadcloth trousers tailored like slacks. 2 "pant" pockets, pleated front, 2 Gripper fasteners on waist and fly. Elastic back section in waist-band. Long sleeves. Snug cuffs. Hand wash separately. Shipping weight suit 1 pound 9 ounces.
 Sizes A, B, C, D. Please state size letter.
 33 N 1022—Blue pants, navy blue top
 33 N 1023—Gray pants, maroon striped top.
 Suit \$4.95 2 for \$9.70

Mandarin style Pajamas

3 \$5.79 Mandarin pajamas let a man lounge in royal style. The Chinese dragon embroidered on his chest... the row of matching buttons under military collar... the low pocket and gallant half-sash around his waist give a man that imperial look. Full cut sizes, elastic in drawstring waist. Closely woven of cotton broadcloth. Hand wash separately. Shpg. wt. suit 1 lb. Size chart below.
 Sizes A, B, C, D. State size letter.
 33 N 957—Blue with royal blue trim
 33 N 958—Gray with scarlet trim. Suit \$5.79

*Pilgrim Pajamas... knits,
 Broadcloth, Flannelette*

*"All hailed with uncontrolled delight
 And general voice, the happy night"*



**Priced 61c Lower
 than same quality
 in Mid-fall Catalog**

Each \$3.95 2 for \$7.79

Broadcloth in stylish striped or paisley print. Cut full and roomy throughout. Full notch collar, chest pocket. Double stitched seams. Elastic section in drawstring trousers. 2-button fly. Washable. Shpg. wt. suit 1 lb.

4 Striped pattern. Coat Style. Sizes A, B, C, D. State size letter. See size table below.
 33 N 932—Maroon 33 N 931—Blue
 33 N 933—Tan Suit \$3.95 2 for \$7.79

5 Striped pattern. Middy (pullover) style with notch collar. Sizes A, B, C, D. State size letter.
 33 N 934—Blue
 33 N 935—Maroon. Suit \$3.95 2 for \$7.79

6 Paisley Pattern in Coat Style. Sizes A, B, C, D. State size letter. Shpg. wt. suit 1 lb.
 33 N 936—Blue
 33 N 937—Gray Suit \$3.95 2 for \$7.79

For correct size—order by letters in table below.
 Be sure style you order comes in size you need.
 If chest measures 34-36 inches... order size A.
 If chest measures 38-40 inches... order size B.
 If chest measures 42-44 inches... order size C.
 If chest measures 46-48 inches... order size D.
 If chest measures 50-52 inches... order size E.



6 \$3.95 Each

5 \$3.95 Each



Pilgrim

THE FINEST WARE
 1947-1948
**MEN'S
 FURNISHINGS**

Another two
 pages in Sears
 Big complete
 Men's Furnishings Section



For that bold, rugged look
Smart Pilgrim Pullovers

Long sleeve \$6.89

Sleeveless Pullover \$4.89

All sweaters individually boxed
 ready for Christmas wrapping



A \$6.89

B \$4.89

A Long sleeve Pullover style. The first thing he'll do is put on this sweater and thank you for your generosity. No wonder, either, because it's an all wool worsted knit from winter weight 2-ply yarns. Not only warm, it's good looking, too, with genuine Jacquard knit arctic flying goose pattern on front and back. Novelty knit rib trim around crew neck. Taped neck and shoulder seams for longer wear. Long sleeves and bottom have knit-on rib trim for neat-fitting appearance.

Size: small (34-36-inch chest); medium (38-40); large (42-44). State size. Shipping wt. 1 lb. 8 oz. Hand wash separately. 83 N 2182—Tan-brown 83 N 2183—White-maroon Each \$6.89

B Sleeveless Pullover. Neat as a vest and twice as stylish. Can be worn under suit coat; over dress shirt or sports shirt. The bold and colorful pattern is genuine Jacquard knit-in design. Knit from all wool 2-ply worsted yarns (double strands tightly twisted together for added warmth and strength). Rib trim at V-neck and around armholes for that extra touch of neatness. Knit-on rib trim bottom. Taped neck and shoulder seams for added strength.

Size: small (34-36-inch chest); medium (38-40); large (42-44). State size. Shipping weight 1 lb. Hand wash separately. 83 N 2187—White-navy 83 N 2188—Tan-brown \$4.89



C \$4.89



D \$4.89



E \$3.89



F \$2.94



G \$3.94



H \$1.94

J 95c Each 3 for \$2.70

K \$1.94

*Pilgrim Sweaters,
Pullovers, Coat Style*

Three hundred styles and more to choose from
And just what you need for the winter



**Colorful Sweaters, Tee Shirts
for style-minded men**

ITEMS BELOW ILLUSTRATED ON OPPOSITE PAGE

C V-neck Pullover in an attractive zig-zag design. Knit from all wool 2-ply worsted yarns. Elastic in ribbed cuffs, waist keeps them fitting snugly. Rib trim at neck. Hand wash separately. **\$4.89**
 Sizes small (34-36-inch chest), medium (38-40), large (42-44). *Please state size.* Shpg. wt. 1 lb.
 83 N 2161—Tan 83 N 2163—White
 83 N 2162—Light blue..... \$4.89

D Crew-neck Pullover with broad color stripes carried out to sleeves. All wool 2-ply worsted yarns. Knit-on rib cuffs and bottom. Laped neck and shoulder seams. Hand wash separately. **\$4.89**
 Sizes small (34-36-inch chest), medium (38-40), large (42-44). *Please state size.* Shipping wt. 1 lb. 2 oz.
 83 N 2184—Maroon 83 N 2185—Royal blue
 83 N 2186—Brown..... \$4.89

E Argyle pattern, zipper front knit of 100% worsted wool adds color to smart coat style. Matching solid color back, sleeves and trim knit of 90% cotton and 10% rayon. Ribbed bottom and cuffs. Two set-in pockets. Hand wash separately. **\$3.89**
 Shipping weight 1 lb. 3 oz.
 Sizes 36, 38, 40, 42, 44, 46-inch chest. *Please state size.*
 83 N 2250—Luggage (reddish) brown
 83 N 2251—Medium blue..... \$3.89

F Sleeveless Pullover of light, warm 100% virgin wool. Knit in a fine baby shaker stitch of 2-ply yarns. Ribbed V-neck, armholes, bottom. Laped neck, shoulder seams. Hand wash separately. **\$2.94**
 Sizes small (34-36-inch chest); medium (38-40); large (42-44). *Please state size.* Shpg. wt. 12 oz.
 83 N 2133—Maize (yellow) 83 N 2134—Camel (med.) tan
 83 N 2135—Medium blue..... \$2.94

G Cable stitch sleeveless Pullover. Cable design both front and back. Knit of 2-ply 100% virgin wool worsted yarns. Ribbed V-neck, armholes and bottom. Taped neck and shoulder seams. **\$3.94**
 Sizes small (34-36-inch chest); medium (38-40); large (42-44). *Please state chest size.* Hand wash separately.
 83 N 2228—Maize (yellow) 83 N 2229—Camel (med.) tan
 83 N 2230—White. Shpg. wt. each 12 oz..... \$3.94

Cotton Tee Shirts. Trim looking and long wearing. Reinforced shoulder seams. Hand wash separately. **95c**
 Sizes small (34-36-in. chest); medium (38-40); large (42-44). *Please state size wanted.*

H Genuine jacquard design Tee Shirt. Short sleeves. Fine gauge cotton. Rib trim neck, sleeves, bottom. Shpg. wt. ea. 12 oz. **\$1.94**
 83 N 1709—Med blue. 83 N 1710—Maroon..... \$1.94

J Flat knit Tee Shirt with short sleeves. Soft, absorbent combed cotton. Set-in ribbed neck. Hemmed sleeves, bottom. **95c**
 Sizes above. Each
 83 N 1744—White 83 N 1745—Blue
 83 N 1746—Tan. Shpg. wt. each 7 oz. Each 95c 3 for \$2.70

K Novelty knit Tee Shirt in bright color combinations. Looks like a fine sweater. Sturdy carded cotton. Ribbed round neck, bottom and cuffs on long sleeves. Shpg. wt. 12 oz. **\$1.94**
 Sizes above
 83 N 1711—Maroon 83 N 1712—Navy blue..... \$1.94



A Pilgrim Sweater Coat is a gift he'd choose himself.

• All virgin wool yarns knit in a fine baby shaker stitch **\$4.89**
 • Styled for good looks, comfort and long wear

A practical gift because it's warm because it's all wool worsted. Knit-on rib knit cuffs and smart narrow bottom Trim 6-button front, non-stretch buttonholes Set-in pockets. Hand wash separately. **\$4.89**
 Sizes 36, 38, 40, 42, 44, 46-inch chest. *Please state size.* Shpg. wt. 1 lb. 6 oz.
 83 N 2032—Camel
 83 N 2034—Maroon
 83 N 2033—Royal blue..... \$4.89

• All wool worsted. Double elbows. Med. weight
 • Laped neck and shoulder seams.
 • Chest sizes 36, 38, 40, 42, 44, 46 in. **\$3.75**
 Med. wt. 100% wool knit in fine rib
 Hand wash separately. *Please state size.*
 Shpg. wt. ea. 1 lb. 6 oz

Button Front. **\$3.75** Zipper Front. **\$4.25**
 83 N 2270—Brown 83 N 2276—Brown
 83 N 2272—Navy blue 83 N 2277—Dark gray
 83 N 2271—Dark gray 83 N 2278—Navy blue

Heavyweight... button front, warmer 100% virgin wool in ribbed ch. Hand wash separately. **\$4.75**
 83 N 2274—Brown heather 83 N 2273—Dark gray
 83 N 2275—Navy blue. Shpg. wt. 1 lb. 10 oz. Each \$4.75



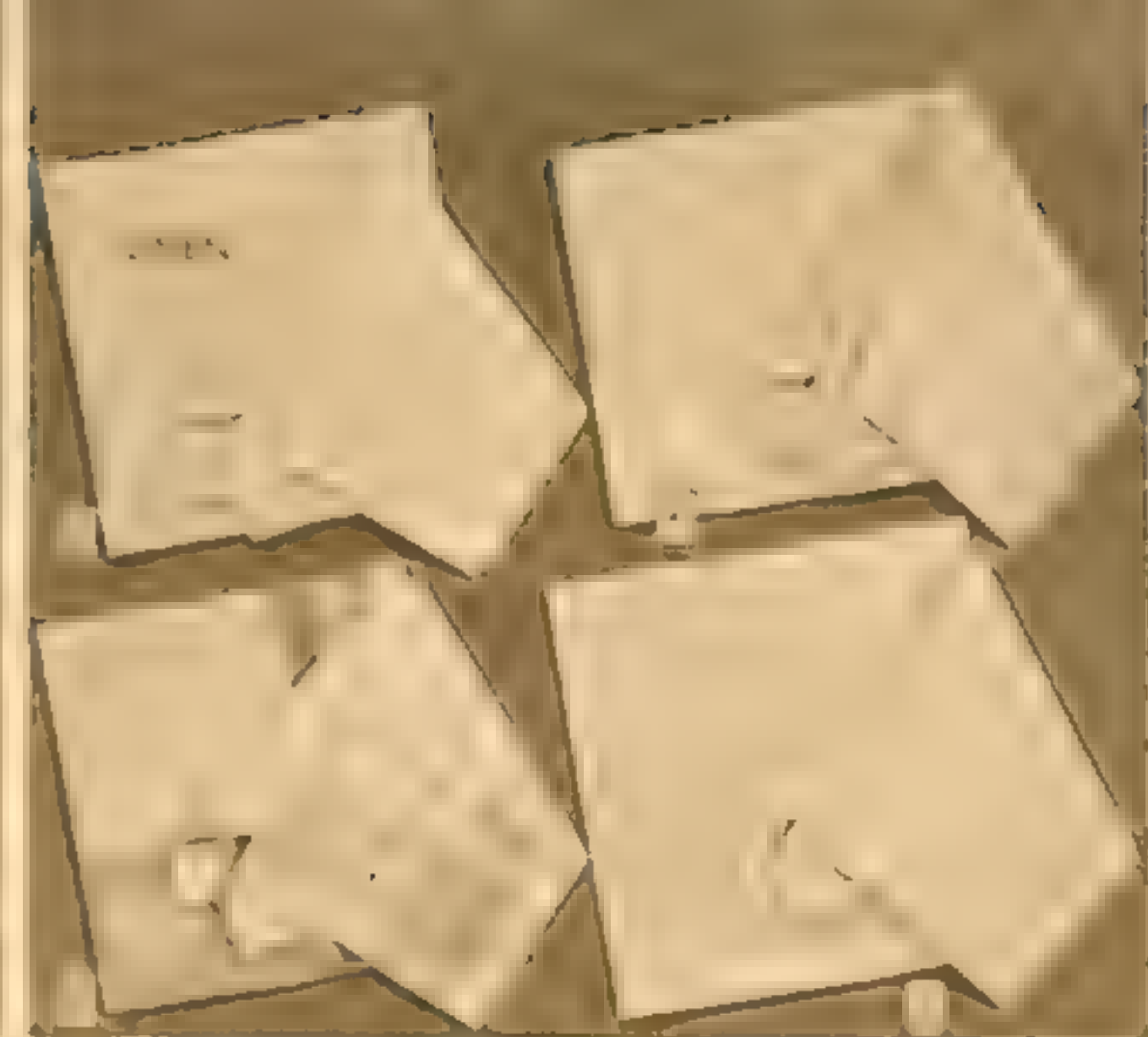
Pilgrim all wool Pullovers

• Knit in baby shaker stitch. Zephyr wool
 • Taped neck, shoulder seams
 • Chest sizes 36, 38, 40, 42, 44, 46-inch. **\$4.89**
Please state size
 100% Virgin Wool, 2-ply yarns. Ribbed neck, bottom, cuffs. Hand wash separately.
 83 N 2222—Med. tan. Shpg. wt. each 14 oz
 83 N 2223—Maroon. *Please state size.*
 83 N 2224—Royal blue. Each **\$3.94**
Australian Zephyr Wool. Richer, softer imported wool. Knit-on cuffs, bottom. *Please state size*
 83 N 2074—Med. blue. Hand wash separately
 83 N 2075—Med. tan. Shpg. wt. 1 lb.
 83 N 2076—Maize (yellow) Each **\$4.89**

Zipper front Sweater... all wool

Rib knit in a fine gauge for a smooth-fitting, smart looking coat sweater. **\$4.85**
 Made of 100% virgin wool worsted its natural warmth will be appreciated at Christmas. Fly front zips open or closed with concealed zipper. Two-way patch pockets open at top and sides. Taped neck and shoulder seams for longer wear. Ribbed cuffs and hemmed bottom. Hand wash separately.
 Sizes 36, 38, 40, 42, 44, 46-inch chest. *Please state chest size.* Shipping weight each 1 lb. 2 oz.
 83 N 2195—Maroon 83 N 2196—Medium gray
 83 N 2197—Navy blue..... Each \$4.85

Note: All sweaters are individually boxed



Men's Boxed Handkerchiefs

(A) Hand rolled hems, white woven stripe borders, fine white cotton make these our top quality cotton handkerchiefs. Soft, smooth and absorbent to make them a pleasure to use, all white to make them "right" to wear with everything. Assorted borders. About 18 in. sq. 25 N 2594—Shipping weight **3 in box \$1.49**

(B) Colored Print Borders go with today's popular tie colors, white center. Good sturdy cotton, neatly hemmed. Assorted colors and patterns. About 17 inches square. Shipping wt. 7 oz. 25 N 2581. **3 in box 98c**

(E) Colored Woven Borders, handrolled hems, fine quality cotton . . . better in every way. Ass'd colors to go with ties, shirts, suits, white center. About 17 in. sq. Shpg. wt. 7 oz. 25 N 2583 . . . **3 in box \$1.49**

(J) Firm white cotton; assorted woven white satin stripe border. Low priced, yet durable and practical. Neatly hemmed. About 17 inches square. Shipping weight 7 oz. 25 N 2580 . . . **3 in box 77c**

(G) Sheer white cotton with white satin stripe border designs woven in. Fine quality, smoothly woven, neatly hemmed. Ass'd patterns. About 17 in sq. Shipping wt 7 oz. 25 N 2582 . . . **3 in box 98c**

Irish linens, soft cottons

(H) Hemstitched Irish Linen. Snowy white, soft and fine. Good quality. About 17 in sq. Shpg. wt. 2 oz. 25 N 2515 **2 for 97c**

Better quality. About 17 in sq. Shpg. wt. 2 oz. 25 N 2502 **Each 67c**

Our best quality. About 18 in sq. Shpg. wt. 2 oz. 25 N 2504 **Each 87c**

(J) Colored Woven Borders on cotton. Assorted colors. Good, Hemmed. Abt. 17 in sq. Shpg. wt. 3 oz. 25 N 2574 **3 for 72c**

Better, Hemmed. Abt. 17 in sq. Shpg. wt. 3 oz. 25 N 2571 **3 for \$1.00**

Best, Hand rolled. Abt. 17 in sq. Shpg. wt. 2 oz. 25 N 2585 **2 for 98c**

(K) White woven stripe border on cotton. Assorted. Good, Hemmed. About 17 in sq. Shpg. wt. 3 oz. 25 N 2596 **3 for 72c**

Better, Hemmed. Abt. 18 in sq. Shpg. wt. 3 oz. 25 N 2584 **3 for \$1.00**

Best, Hand rolled. Abt. 17 1/2 in sq. Shpg. wt. 2 oz. 25 N 2586 **2 for 98c**

(L) Hemstitched white cotton. Firmly woven, absorbent. Good quality. About 17 in. sq. Shpg. wt. 4 oz. 25 N 2503 **6 for \$1.39**

Better quality. About 19 in. sq. Shpg. wt. 3 oz. 25 N 2532 **3 for \$1.00**

Our best quality. About 18 in sq. Shpg. wt. 2 oz. 25 N 2514 **2 for 95c**

Genuine Irish Linen in two qualities. There's nothing like linen for crisp snowy whiteness and that look of fresh newness after repeated tubbings. A gift to please the most exacting men.

(B) Hand rolled edge on our finest quality Irish linen. About 17 inches square. Shipping wt. 6 oz. 25 N 2593 . . . **3 in box \$1.85**

(C) Hemstitched. Good quality linen. About 17 in square. Shpg. wt. 6 oz. 25 N 2595 . . . **3 in box \$1.49**

Men's Thrifty Handkerchief Wardrobe

6 for \$1.00



Variety . . . economy . . . value. Gift assortment that's sure to please because it fills his every need. White hemstitched cottons, no man ever has too many of them. Colored borders to blend or contrast with shirts, ties or socks. Each pack contains three white cotton handkerchiefs with hemstitched edges and three with assorted colored borders and neat hems. About 17 inches square. Shpg. wt. 5 oz. 25 N 2588 - Banded 6 for \$1.00



Boys' sizes

Initials embroidered in assorted colors on white cotton. Hemstitched. About 14 inches square. *Print initial; all except I, O, Q, U, V, X, Y, Z. Shipping weight 6 ounces.* 25 N 2579 **4 in box \$1.20**

(2) Print Border cotton. Neatly hemmed. Assorted. About 14 inches square. Shipping weight 3 ounces. 25 N 2546 **6 for 89c**

(3) Hemstitched white cotton just like dad's. About 14 inches square. Shpg. wt. 2 oz. 25 N 2547 **3 for 69c**

Gifts with his initials always flatter

Men's cotton or linen handkerchiefs made personally his with embroidered initials. Boxed ready for gift-giving. All initials except I, O, Q, U, V, X, Y, Z. *Please print initial.*

(4) Fine Irish Linen, hand rolled edge. All white. About 17 inches square. Shipping wt. 6 oz. *Please print initial.* 25 N 2599 . . . **3 in box \$1.98**

(5) White Irish Linen in a good quality. Hemstitched edge, white initial. About 17 in. sq. Shpg. wt. 6 oz. *Print initial.* 25 N 2598 . . . **3 in box \$1.68**

(6) White corded borders; white initial. Hemmed cotton. About 18 inches square. Shpg. wt. 7 oz. *Print initial.* 25 N 2597 . . . **3 in box \$1.49**

Colored woven borders. Assorted, matching color initials. Hemstitched cotton. Abt. 17 in sq. Shpg. wt. 6 oz. *Print initial.* 25 N 2576 . . . **3 in box \$1.20**

(8) Satin stripe border on cotton. All white. Hemmed. Assorted. About 17 in sq. Shpg. wt. 6 oz. *Please print initial.* 25 N 2573 . . . **3 in box 87c**

Hemstitched white cotton with white initial. About 17 1/2 x 17 1/2 inches square. Shipping wt. 6 oz. *Please print initial.* 25 N 2572 . . . **3 in box 89c**

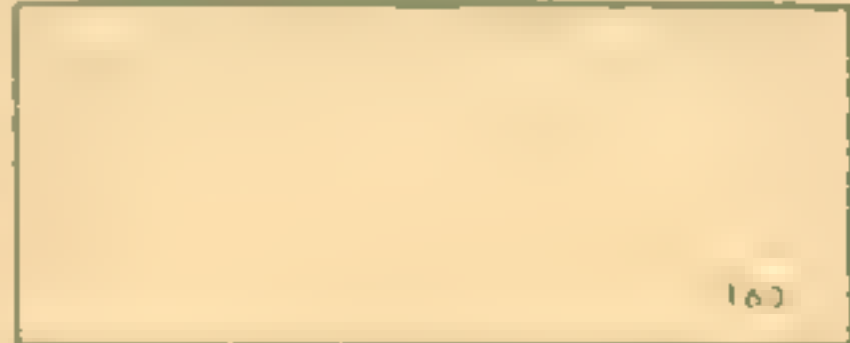
WHEN ORDERING ON EASY PAYMENT TERMS THE HEAD OF HOUSEHOLD SHOULD SIGN BELOW AND ANSWER QUESTIONS

I, _____, of _____, do hereby certify that I am the head of household, and I agree that if the merchandise shipped herein is not paid for within thirty days after the shipment is received, I will pay \$ _____ each month as required by your terms until the unpaid balance, plus carrying charge to be added _____, is paid in full. If no payment is made, I agree that title to and right of disposal of the merchandise herein shall remain in your possession and control, and I shall be responsible for all loss or damage to said goods, and that upon default of any payment or payments, you may, at your option, take back the merchandise or affirm the sale and hold me liable for the full unpaid balance.

Signature of the Head of Household _____
(First Name) (Middle Initial) (Last Name)

Street Address _____
Rural Route Box No.
Please give both your Route and Box Number if on a Rural Route

Postoffice _____ State _____



Have you had a previous Easy Payment Acct. with us? _____ What is amount no. _____ Is account paid in full? _____ Date final payment made? _____ At what Sears store? _____

Age? _____ Married? _____ Number Dependents: Adults? _____ Children? _____ Do you own your home? Rent

How much rent do you pay? \$ _____ How long at above address? _____ If less than 5 years give former address: _____

Are you steadily employed? _____ How long with present employer? _____ Occupation _____ Weekly earnings \$ _____

Name of employer _____ Address _____

Name of your bank _____ Address _____

If farmer, how large is your farm? _____ Acres. Name and Address of _____

Please show source and amount of ADDITIONAL Income _____
Give Below the Names and Addresses of Two Stores With Which You Have Had Credit Dealings or Two Business Men Who Know You

Name _____ Address _____ Business _____

Name _____ Address _____ Business _____

Street number or other definite location of property in which material is to be installed _____ Cost of Property \$ _____ Amount of Mortgage \$ _____

Name of person holding legal title _____

SHIPPING INFORMATION

PARCEL POST SHIPMENTS: On all articles for which you pay shipping charges, the shipping weight is given in the catalog description. Enter the total shipping weight for each article in the shipping weight column of the order blank. Add the pounds and ounces, then change ounces to full pounds (16 ounces equals 1 pound), and enter total weight in pounds. The postoffice counts fractions of a pound as a full pound and charges postage accordingly. For example: If your order totals 9 pounds and 34 ounces, allow postage for 12 pounds (34 ounces equals 2 pounds and 2 ounces, therefore 2 pounds 2 ounces plus 9 pounds equals 11 pounds 2 ounces).

Refer to postage chart below. If you live in Zone 3 or within 151 to 300 miles from Sears Mail Order House, the amount of postage to allow for 12 pounds is 32c. If you send more money than is actually needed to ship your order, we will refund every penny not used.

Complete ordering information can be found on the green pages in Sears catalog.

Total Shipping Weight	Within City where Mail Order House is located	Zones 1 and 2	Zone 3	Zone 4	Zone 5
	Up to 15 Miles	15 to 100 Miles	100 to 150 Miles	150 to 200 Miles	200 to 300 Miles
9 ounces to 1 pound	8c	9c	10c	11c	12c
1 pound 1 oz. to 2 pounds	9c	10c	11c	12c	13c
2 pounds 1 oz. to 3 pounds	10c	11c	12c	13c	14c
3 pounds 1 oz. to 4 pounds	11c	12c	13c	14c	15c
4 pounds 1 oz. to 5 pounds	12c	13c	14c	15c	16c
5 pounds 1 oz. to 6 pounds	13c	14c	15c	16c	17c
6 pounds 1 oz. to 7 pounds	14c	15c	16c	17c	18c
7 pounds 1 oz. to 8 pounds	15c	16c	17c	18c	19c
8 pounds 1 oz. to 9 pounds	16c	17c	18c	19c	20c
9 pounds 1 oz. to 10 pounds	17c	18c	19c	20c	21c
Each additional pound add	1c	1c	2c	2c	3c

FREIGHT OR EXPRESS SHIPMENTS: It is not necessary to send money to pay for freight and express shipping charges in advance. You pay shipping charges to agent at your freight station when goods are received. However, if there is no agent at your freight or express station, please refer to the green pages in Sears catalog for freight and express rates. Please refer to the green pages in Sears catalog.

HOW TO SEND MONEY

The best way to send money is by U. S. postal notes, by postoffice or express money order, or by bank draft or check. The mail carrier will be glad to buy a postoffice money order for you if you live on a rural route. It is better not to send coins, paper money or postage stamps with orders but should it be necessary, be sure to send your order by registered mail.

SEARS GUARANTEE

We guarantee that every article in our catalogs is honestly described and illustrated. We guarantee that any article purchased from us will give you the service you have a right to expect. If for any reason whatever you are not satisfied with any article purchased from us, we want you to return it to us at our expense. We will then exchange it for exactly what you want, or will return your money, including any transportation charges you have paid.

SEARS, ROEBUCK AND CO.

*Leather Jackets
and Handkerchiefs*



Fully lined with wear-resistant cotton



Part wool body lining adds warmth

Rich, supple leathers . . . two-fisted action styling combined in Hercules Jackets to please particular men

Knit bottom Jacket . . . \$14.95
soft velvety suede

Select quality suede leather, expertly tanned to a rich, soft texture. Reversed to protect your shirt at all contact points. Fully lined with durable cotton fabric for extra warmth, wear. Snug fitting knit collar, waistband and wristlets. (50% wool, 50% cotton) retain shape, stay springy. 2 slash pockets, set-in sleeves. Average length, 26 inches.

State chest size 34, 36, 38, 40, 42, 44, 46, 48 in.
41 N 5608—Brown. Shpg. wt. 3 lbs. 5 oz. . . . \$14.95

No. 1 horsehide \$21.00
Cowboy Jacket Cash Down

Pliable, perfect grained horsehide leather. Fancy check body lining is part wool for warmth, rayon for lustrous finish (12% wool, 38% reused wool, 50% rayon). Sleeves lined with sturdy sateen. Zip front, cigarette pocket. Two slash pockets. Knit wristlets. Side straps are adjustable. Belted sports back. Average length, 25 1/2 in. Shpg. wt. 4 lbs. 7 oz.

State chest size 34, 36, 38, 40, 42, 44, 46, 48 inches
41 N 602—Brown 41 N 603—Black . . . \$21.00



Rayon lined for added comfort



Extra warm Body lining 100% wool

Black cowhide \$23.95
Cowboy Jacket Cash Down

Made specially for Westerners, sold only by Sears. Top quality cowhide, cut over cowboy patterns. Fully rayon lined. Shoulder yokes, front and back, padded shoulders. Front panel pleats plus bi-swing back allow body freedom. Patch pocket has button flap. Button front. Adjustment strap in back. Av. length, 22 in. State chest size 34, 36, 38, 40, 42, 44 inches.
41 N 5666—Black. Shpg. wt. 3 lbs. 10 oz. . . . \$23.95

10-oz. blue denim Saddle Pants \$2.59

Extra heavy coarse weave, white backed blue denim. Western cut, Sanforized (fabric won't shrink over 1%). Short rise waist, narrow legs. Yoke back, wide belt loops, 5 pockets (2 in front are boattail drill). State waist size 28 to 44 in., inseam, 30, 32, 34, 36 in., tall which is most.
51 N 730—Shpg. wt. 2 lbs. 12 oz. . . . \$2.59

Aviation style . . . \$21.95
top grain cowhide Cash Down

We used the finest chrome-tanned, top grain cowhide leather we could buy for this smart, aviation style jacket. Combines amazing strength and durability with lightweight wearing comfort. Zip front runs from center bottom to right shoulder, overlap gives extra chest protection. Fully lined with sleek rayon. Deep map pocket has 7-in. zipper closing. 2 roomy side slash pockets. Bi-swing belted back with 3 tucks allows shoulder freedom. Set-in sleeves, button trim at cuffs. Av. length, 25 1/2 in. State chest size 34, 36, 38, 40, 42, 44, 46 inches.
41 N 5612—Brown. Shpg. wt. 3 lbs. 15 oz. . . . \$21.95

All leather Jackets individually boxed

See How to Measure for Jackets on page 18. Hercules clothing, like everything Sears sells, available on easy terms. See page 243 for details.

Motorcycle Jacket . . . \$28.95
Jet black horsehide Cash Down

We present the finest motorcycle jacket we've ever seen . . . bar none! Ideal for all sports and general utility wear. No. 1 horsehide leather—finest obtainable—combines wind, scuff and wear-resistance with smoothness and pliability. 14-oz. Buffalo Plaid all new wool body lining; sturdy cotton in sleeves. Diagonal zipper runs clear to right shoulder; snap fasteners hold down the wide lapels or collar in heavy wind. Convertible collar. Easy fitting sleeves have zipper gussets at cuffs. Fit tight over gloves. Bi-swing back, 3-in. double band across back at bottom. Double leather belt attached at sides; locks with bright metal tongue buckle. Map pocket with 7-in. zipper; cigarette pocket with snap fastener. Av. length, 24 in. State chest size 34, 36, 38, 40, 42, 44, 46 inches.
41 N 626—Black. Shpg. wt. 5 lbs. 11 . . . \$28.95



\$12.95

\$12.95

\$5.95

\$3.98

Any man will be proud to own a Hercules all-weather Jacket!

AA Our finest 2-ply combed gabardine. Celan treated to repel rain. Fully lined with quilted rayon for extra warmth. Outer fabric is famous "Pima" combed cotton gabardine, woven 2-ply both in warp and filling for super strength. Sanforized, fabric won't shrink more than 1%. Mercerized for luster. Vat dyed colors are sunfast. Keeps you warm, doesn't "weight you down", because interlining of Celanese rayon fibers provides exceptional insulation from cold, yet weighs only a few ounces. Zipper front, zipper cigarette pocket, 2 deep slash pockets. Easy fitting set-in sleeves, turn-up cuffs. Belted sports back. Average length, 27 in. *State chest size 34, 36, 38, 40, 42, 44, 46, 48 inches.* Shipping weight 3 pounds 6 ounces.
41 N 6152—Seal (dark) brown 41 N 6153—Sage (grayish) green \$12.95

BB Pile-lined poplin... lamb skin collar. Tough outer fabric is army-type cotton poplin, Celan treated for durable water repellency. Warm body lining of 100% wool pile (on both sides of cotton back that's 40% of whole lining). Quilted sateen sleeve lining interlined with 100% wool. Quality linings like these are mighty rare in jackets at this price! Beaver dyed lamb storm collar. Knit wristlets and waistband stay springy (50% wool, 50% cotton). Zip front, zip cigarette pocket, 2 slash pockets. Average length, 27 in. *State chest size 34, 36, 38, 40, 42, 44, 46, 48 in.*
41 N 559—Medium brown. Shipping weight 4 pounds 1 ounce \$12.95

CC Army-type poplin, fully lined. Tightly woven cotton poplin makes jacket wind-resistant. Specially treated to repel rain. Plaid cotton body lining for warmth, tough cotton twill in sleeves for wear. Zipper front and cigarette pocket. 2 slash pockets. Belted back, adj. side straps. Av. length, 25 1/4 in. *State chest size 34, 36, 38, 40, 42, 44, 46, 48 inches.*
41 N 5128—Cocoa brown. Shipping weight 2 pounds 9 ounces. \$5.95

DD Unlined water-repellent army-type cotton poplin. Elastic side inserts. Zipper front. Average length, 25 1/4 inches. *Sizes above, state size.*
41 N 5119—Putty gray. Shipping weight 2 pounds \$3.98

How to Measure: Pass tape around body, over chest and well up over shoulder blades in back. Measure over garments worn underneath. Number of inches is your size. Complete measuring information on green pages in back of book.



Hercules wools . . the ideal way to express Christmas warmth

ILLUSTRATED ON OPPOSITE PAGE

**A) 24-oz. Virgin Wool Buffalo Plaids and Fireman's Red. Lightly brushed for a fleecy-soft texture and specially treated to repel water. Neatly finished square cut bottom is smart tucked in or worn loosely. Double thick convertible collar interlined to retain shape. Easy-fit set-in sleeves, single button hand cuffs, 2 deep double-button flap pockets. Faced cuffs, pocket flaps, taped seams. Unlined. Av. length, 29 in. (Get one for "her," too!) *State men's chest size 34, 36, 38, 40, 42, 44, 46 in.* \$6.45
41 N 256—Black and white plaid
41 N 257—Red and black plaid
41 N 258—Brown and white plaid
41 N 259—Fireman's red. Shipping weight 3 pounds 7 ounces \$6.45**

B) 24-oz. Virgin Wool Multicolor Plaids. \$7.45
100% virgin wool! Water-repellent finish, lightly brushed for softness. Zipper front, 2 slash pockets, 2 double-button chest pockets. Double thick convertible collar. Set-in sleeves, 2-button adjustable tabs on cuffs. Unlined. Average length, 29 inches. *State chest size 34, 36, 38, 40, 42, 44 in.* Shipping weight 3 lbs. 5 oz.
41N240 Brown, gold and white plaid
41N241 Blue, black and white plaid
41N239 Red, black and white plaid \$7.45

**C) 24-oz. Virgin Wool Border Stripes. Cam- pus styled "in-or-outer" in clear colors of pure virgin wool. Soft napped finish, water repellent. Zip front goes to double thick interlined collar. 2 pockets with slanted flaps. Adjustable tabbed cuffs, set-in sleeves. Unlined, taped seams. Average length, 29 inches. *Men's chest sizes 34, 36, 38, 40, 42, 44 inches. Please state size.* Shipping weight 3 pounds 6 ounces.
41 N 253 Red with black stripes
41 N 254 Green with black stripes
41 N 251 Gold, harmonizing stripes \$7.95**

**D) 24-oz. Virgin Wool Chopper Jackets. Pop- ular window pane plaids in water-repellent virgin wool. Double yoke extends nearly halfway down front and back, 2 chest, 2 slash pockets. Zipper front. Double collar. Unlined; taped seams. Adjustable cuff tabs. Av. length, 29 in. *State chest size 34, 36, 38, 40, 42, 44 in.* Shpg. wt. 3 lbs. 4 oz.
41 N 243—Brown and white plaid
41 N 244—Red and black plaid
41 N 242—Black and white plaid \$8.75**

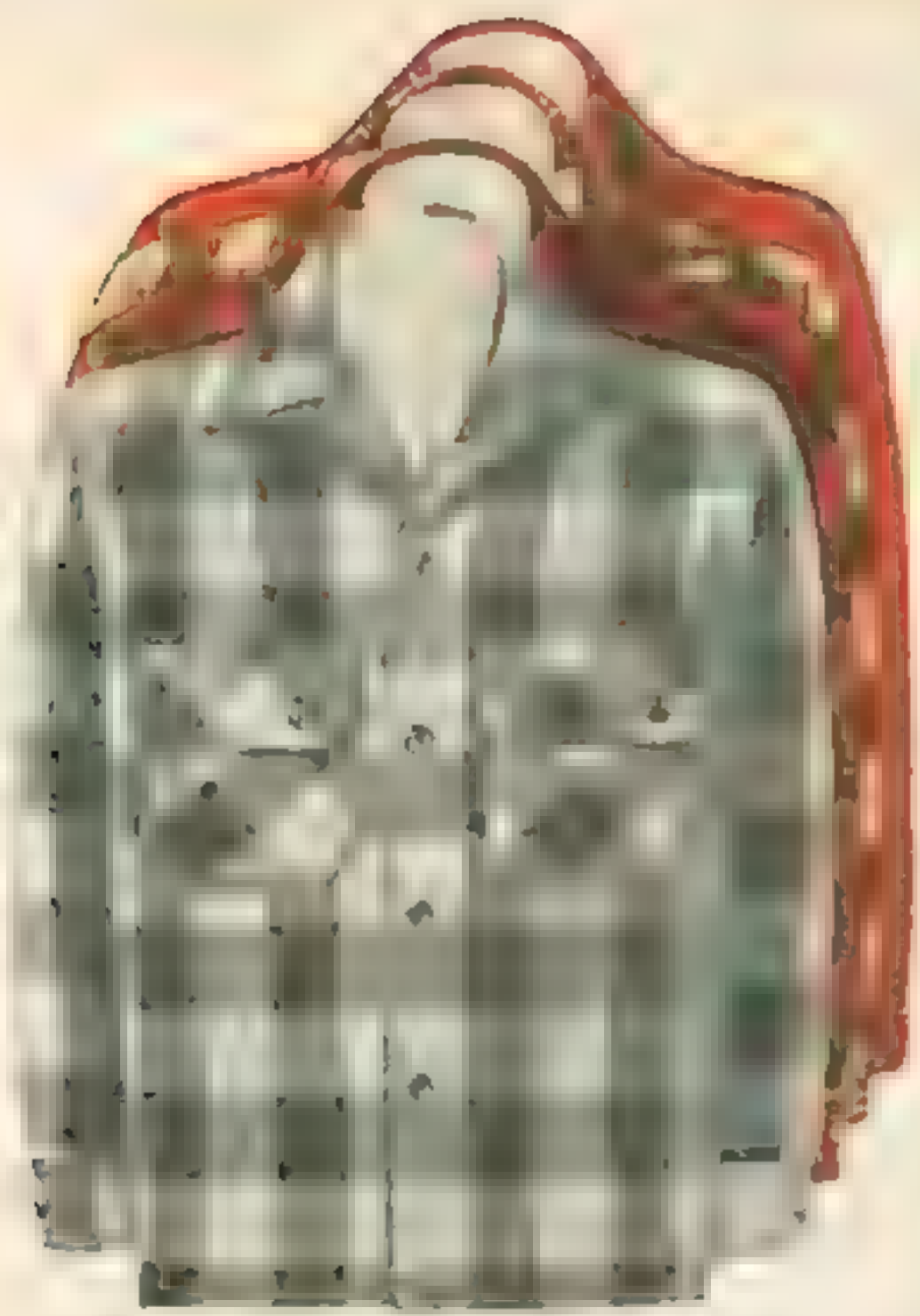
E) Warm-Up Jacket. \$9.95
24-oz. wool (35% new wool, 65% reprocessed wool). Body lined with warm fancy cotton flannel, tough cotton twill lined sleeves. Knit waistband, collar, cuffs, 50% wool, 50% cotton. Zipper front, 2 slash pockets. Av. length, 26 in. *State chest size 34, 36, 38, 40, 42, 44, 46 in.* Shpg. wt. 3 lbs. 7 oz.
41 N 299—Green and gray
41 N 297—Royal blue and scarlet
41 N 298—Scarlet and gray \$9.95

**F) 100% Wool Action-Jacket. New stream- lined model with "free-action" sleeves. 24-oz. wool has special water-repellent finish. Fully lined with lustrous rayon. Bold Buffalo plaid front and back, solid tone sleeves, shoulders and trim. Zipper front; elastic waistband adjustments. Two pockets. Smart banded cuffs. Average length, 24 1/4 in. *State chest size 34, 36, 38, 40, 42, 44 in.* Shipping weight 3 lbs. 5 oz.
41 N 5247—Blue combination
41 N 5246—Rust brown comb. \$12.45**

**G) 100% Virgin Wool Plaid Surcoat. Full 26-oz. weight; so warm, needs no lining. Bold brown and white window pane plaid with gold overplaid. Zip front; utility tab below, on inside, zipper on cigarette pocket. Two slash pockets, elastic cuffs. Average length, 29 in. *State size, chest 34, 36, 38, 40, 42, 44.* Shpg. wt. 3 lbs. 10 oz.
41 N 5251—Window pane plaid \$10.75**

**H) Our Best 100% Wool Surcoat. 24- oz. pure wool in new shaded plaids. Fully lined for lightweight warmth with lustrous rayon quilted tr. Inter-cel (Celanese rayon fiber) interlining. Zipper front. Four big pockets—two "hand-warmers," two with flaps. Double collar. Roomy plain back. Av. length, 30 in. *State chest size 34, 36, 38, 40, 42, 44 in.* Shpg. wt. 4 lbs. 7 oz.
41 N 263—Brown blended plaids
41 N 264—Red blended plaids \$16.95**

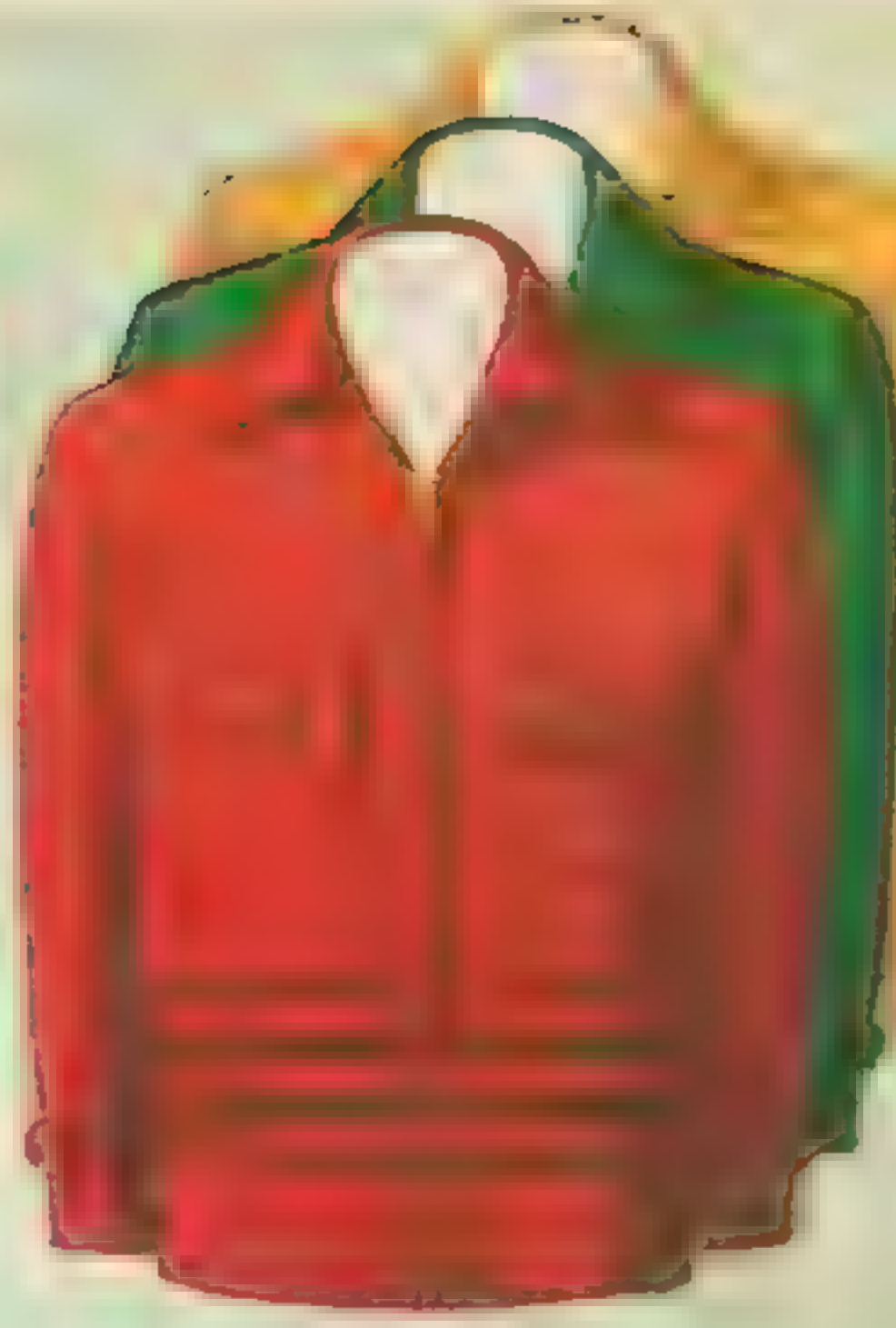
I) 100% Virgin Wool Jacket. Knit bottom \$9.45
style. 20-oz. virgin wool plus full rayon lining keeps warmth in, cold out. Smart plaid front and sleeves, rich solid tone collar and back. Snugg-fitting knit bottom (50% wool, 50% cotton). 2 deep slash pockets. Zipper front. Comfortable set-in sleeves. Av. length, 27 in. *State chest size 34, 36, 38, 40, 42, 44, 46 in.* Shpg. wt. 3 lbs. 3 oz.
41 N 265—Blue and white plaid \$9.45



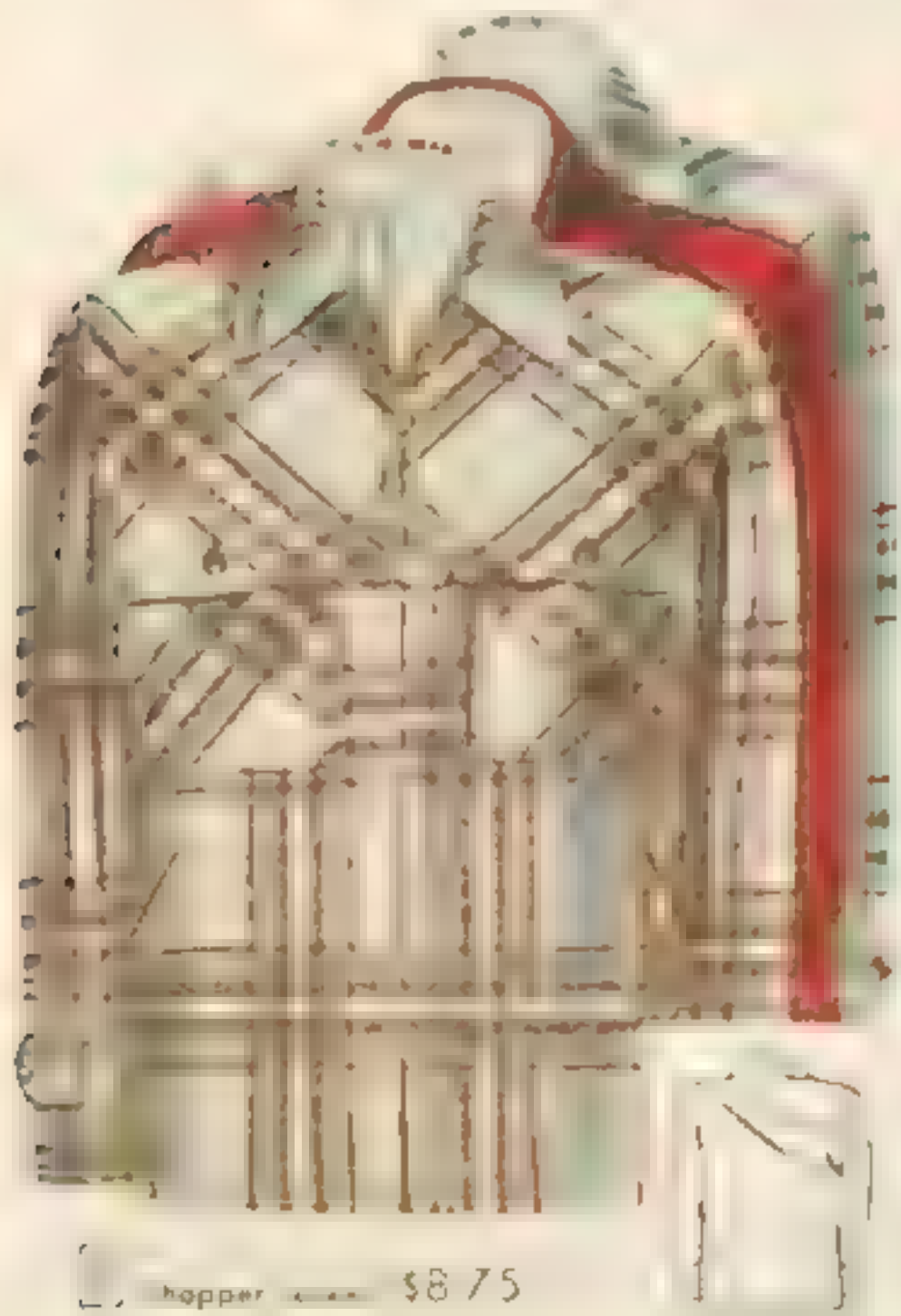
Alfisa Paisley and Freeman's Red \$6.45



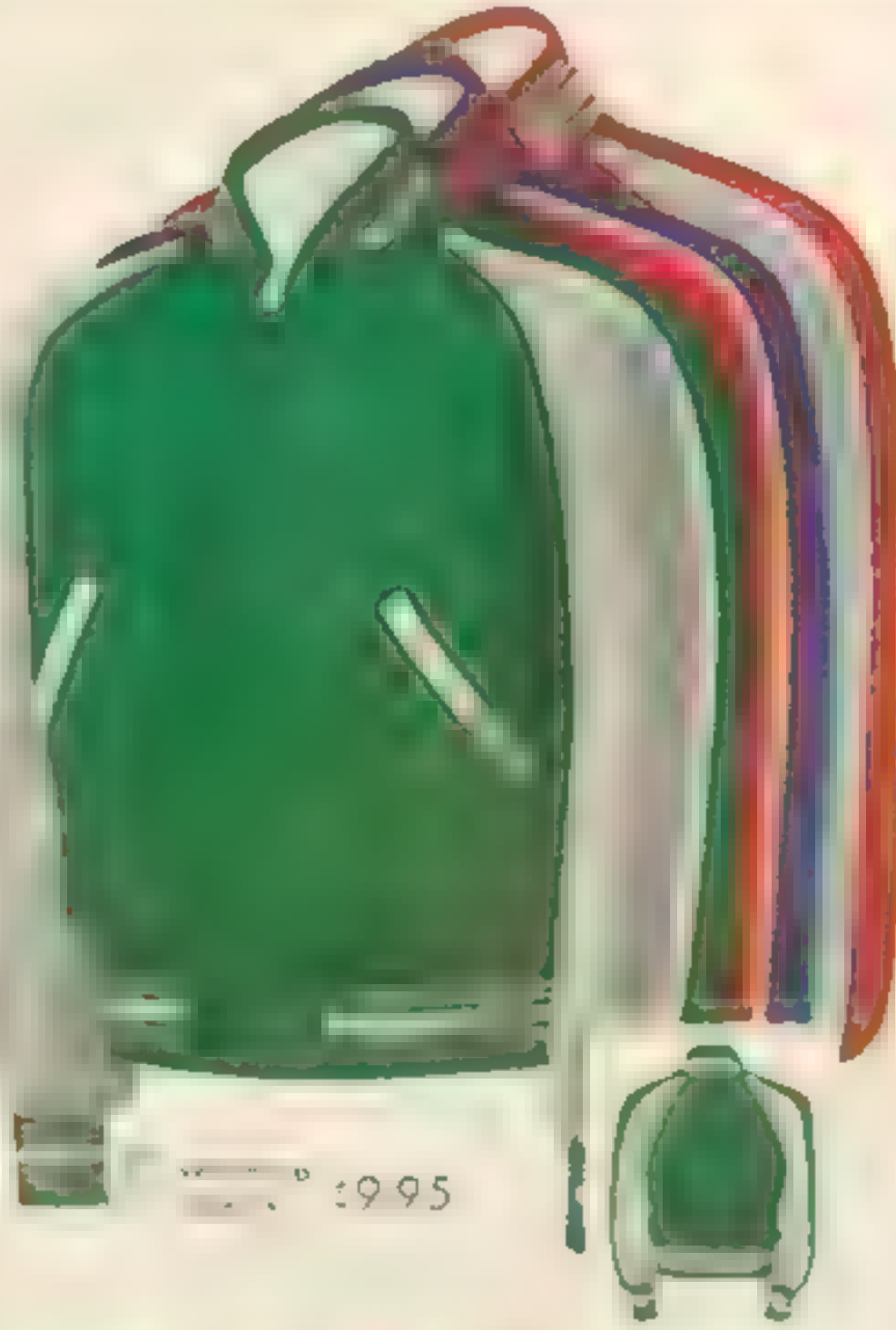
Multi-Color Plaid \$7.45



Border Tape \$7.95



Hopper \$8.75



\$9.95



New
As low as \$2.45



Red Suede \$10.75



Cherrywool Suede \$16.95



Yr. bottom
type \$9.45

Sport Coats, Jackets and Slacks

When winter snows lie deep and white
with tiny candles sparkling bright

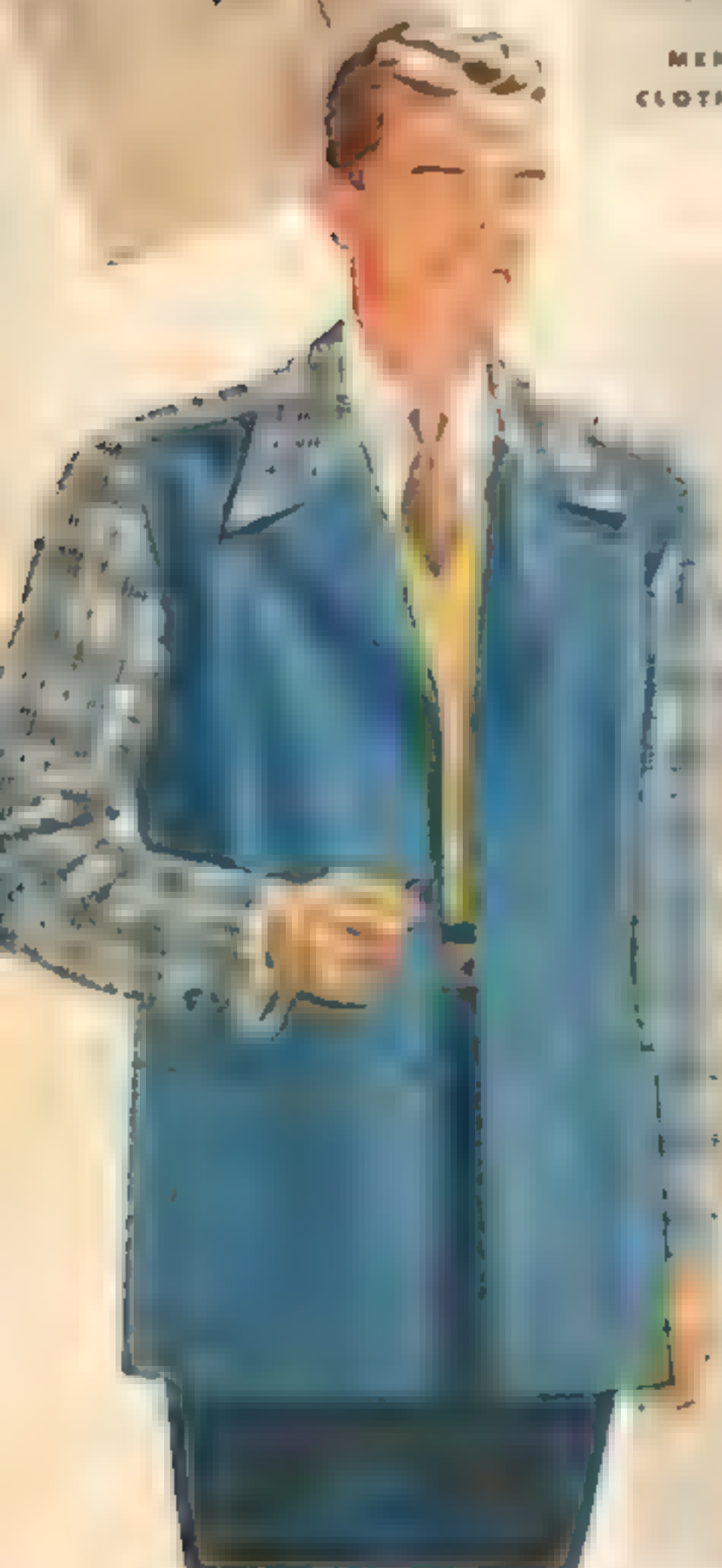
Fashion Tailored Ranch Style leisure Jacket

\$14.95

Authentic ranch styling! You'll want one of these distinctive leisure jackets yourself and you couldn't choose a finer gift for any man. For Christmas get-togethers, wear it all winter long, or use it all year 'round. . . this Western-style jacket will hold the style for many seasons. It has the maximum utility of a briar pipe, handsome as a hand-tooled saddle. 100% virgin wool, tough and yet luxuriously soft. Body and sleeves are handsome precision construction. Four roomy patch pockets. Lower pockets with genuine leather flap. Fully lined with fine rayon. Padded hip throughout. It's styled for action. Padded collar. Fully lined with fine rayon. Size 34 to 46-in. chest. Shipping weight 3 pounds. 055 N 6266—Tan and brown \$14.95

Fashion Tailored

MEN'S CLOTHING



All wool leisure Coat

Just right to wear for holiday and all the rest of the year, too. 1947 wool, with rugged FASHION TAILORED construction, 1949 styling, roomy. Suede-like all wool solid color. Full all wool Glen plaid collar, sleeves and back. Yoke lined, sleeves, seams are rayon. Shipping weight 2 lbs. 11 oz. Size 34 to 46-in. chest. Please see page 24 for chest measure taken over vest. 055 N 6263—Blue \$8.95
055 N 6261—Tan \$8.95

Camel tan sport Coat

Give a gift he can wear! He's sure to like this handsome camel tan sport coat. Looks like a real sport coat. 100% virgin wool in a herringbone weave. 3 patch pockets. Fashion Tailored for easy comfort. Shape-retaining strength. Rayon lined. Shipping weight 3 pounds 8 ounces. 055 N 6216—Tan \$17.95

Basket weave check

Distinctive, spirited styling is combined with expert FASHION TAILORED craftsmanship to make this coat first choice for the discerning man. Shipping weight 3 pounds 8 ounces. 055 N 6218—Tan \$18.50
055 N 6219—Blue \$18.50

Popular herringbone

For yourself or for a gift; here's the perfect way to give a gift to a discerning man. Rich 100% virgin wool sport coat in a handsome herringbone pattern. Fine FASHION TAILORED quality for real distinction and extra long service. It fits smoothly, holds its shape, feels extra-comfortable. Correctly casual patch pockets. Rayon lined. See sizes below at left. Shipping weight 3 lbs. 8 oz. It's convenient to order on Easy Terms... see page 24. 055 N 6220—Brown \$17.50
055 N 6221—Blue \$17.50

SIZES FOR SPORT COATS: All sizes fit to 44-inch chest. Regular sizes fit to 46-inch chest. Extra sizes fit to 48-inch chest. See page 24 for chest measure taken over vest. Shipping weight 3 pounds 8 ounces. From U.S. Department of Commerce, Bureau of Economic Warfare, Order House.



**Luxurious corduroy, lustrous twill Jackets for men
all made in our finest Hercules construction—for wear**

**Our best corduroy Surcoat
Virgin wool plaid body lining**

13-oz. Buckset corduroy \$14.95
plaid body lining of fleecy-soft virgin wool
sleeves lined with
quilted rayon 3-button trim
padded shoulders Easy fitting p
Average length 30 in. Shpg. wt
Male size, chests 34, 36, 38, 40, 42, 44, 46 inches
41N5188—Medium brown 5 4 75

**Campus styled corduroy Jacket
2-way bottom—popular colors**

Favorite of men (and women, too) who \$6.79
want comfort along with comfort
corduroy (14 wales to inch),
soft, not stiff or boardy
set-in sleeves In-or-out bottom Patch pockets with
flaps. Inside rayon yoke, taped seams. Won't fray or
ravel Length 29 in. Shpg. wt 2 lbs. 4 oz
Male size, chests 34, 36, 38, 40, 42, 44, 46 inches
41N5192—Tan 41N5191—Gray 41N5190—Scarlet 5 4 75



**Smooth, supple corduroy
Sports Coat and Slacks**

Coat \$14.95 Socks \$6.45

The Coat: Velvet-soft, 7½-ounce narrow wale
(the aristocrat of corduroys!) Three-button
model has full, roomy shoulders and
armholes, chest and bottom reinforced with in-
side taping. Canvas interlined front; built-in
shoulder pads; snug fitting collar. Fully
lined with lustrous rayon. Chest and hip
pockets have flaps, deep inside pocket. Av-
erage length, 31 inches. State size, chests 34, 35,
37, 38, 39, 40, 42, 44 inches
41N 6106—Maroon Shpg. wt 3 lbs. 1 oz
41N 6107—Heather (use lion green)
41N 6108—Rum (med. brown) \$14.95

The Slacks: 10-oz sleekwale corduroy in new
smoke gray shade. 4 pleats, dropped loops,
cuffs. Zipper fly. State waist size 28 to 40 in.,
inseam 29 to 34 in.; tell which is waist
41N 5843—Shpg. wt. 2 lbs. 2 oz. \$6.45



**Pile lined B-15 type Jacket
Corduroy shell, mouton collar**

Outer fabric is 10-oz sleekwale cordu- \$16.95
roy. Body lining of alpaca pile is warmer
than wool (100% alpaca face on cotton back that's
48% of total fabric.) Zip front. Mouton-lamb collar.
Quilted rayon sleeve linings interlined with fiber-
filled rayon. Worst knit bottom, wristlets
Average length 30 in. Shpg. wt 2 lbs. 9 oz
Male size, chests 34, 36, 38, 40, 42, 44, 46, 48 inches
41N 5155—Covert color (greenish-gray) 5 6 75



**Rayon-cotton satin-back twill Jacket
Fully lined . . . new, quick open zipper**

Extra heavy 8½-oz. rayon and cotton \$9.95
football type twill (usual wt. 5 to 7 oz.)
Water repellent, wind resistant. Fully lined with
warm fleeced cotton. 2 slash pockets. "Quick exit"
zipper front opens at top or bottom
Average length 29 in. Shpg. wt 2 lbs. 4 oz
Male size, chests 34, 36, 38, 40, 42, 44, 46 in.
41N 6167—Royal blue and natural tan Shpg. wt. 2 lbs. 9 oz
41N 6171—Scarlet and natural tan \$9.95
41N 6170—Green and natural tan \$9.95

HOW TO MEASURE. For Jackets: Measure chest around body over garment usually worn underneath. Keep
tape up under arms, over shoulder blades in back. Number of inches is your size

Keep this catalog with our Big General . . . order from both. For Easy Terms, see page 243

ORDERS PAGE 21 . . . CORDUROY JACKETS

★ ★ ★ ★
 Another two
 pages in Sears
 Big complete
 Men's Furnishings
 Section



59c per



79c per

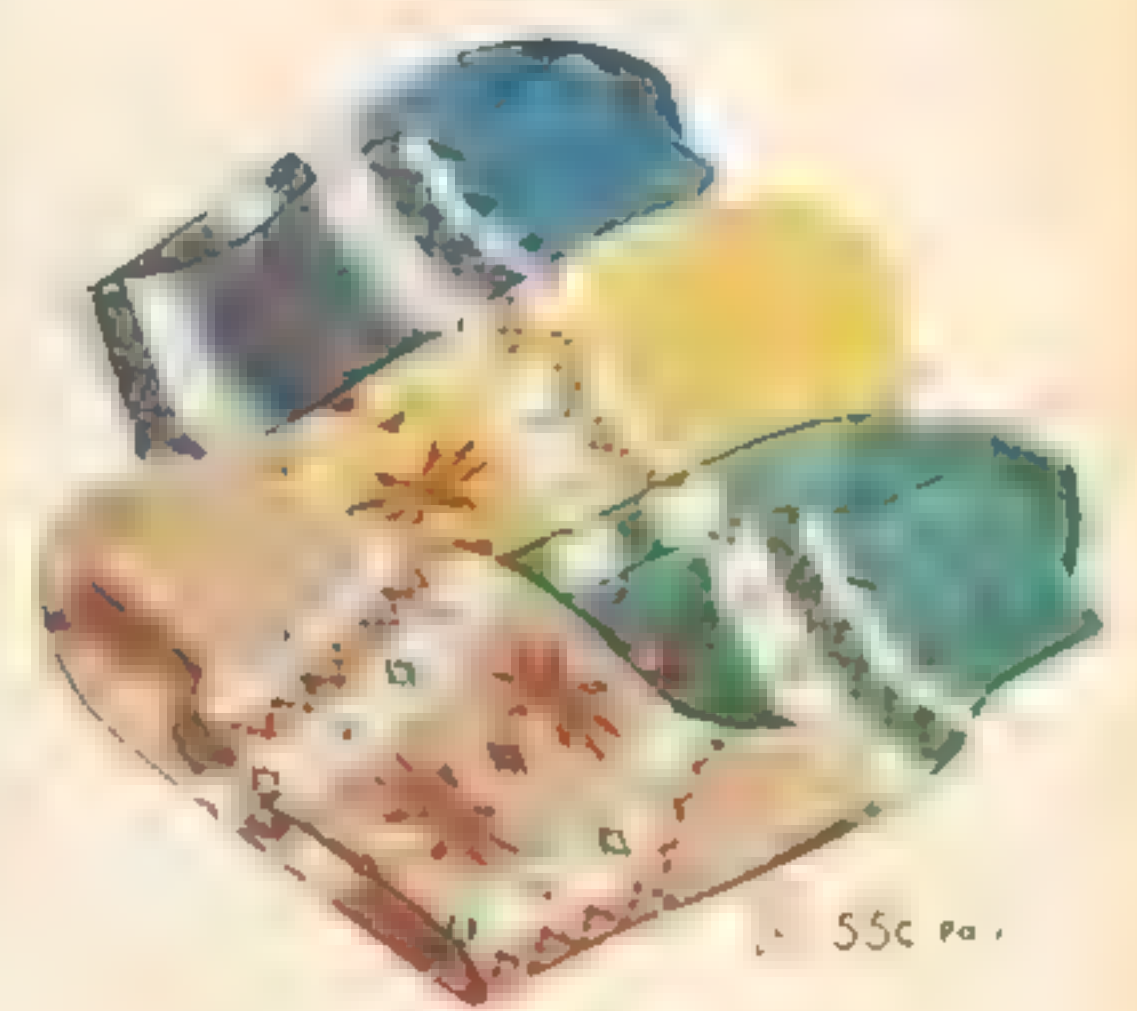
Pilgrim colorful washfast Socks



79c per



49c per



55c per



69c per



59c per



25c per

Pilgrim Wool, Part Wool Socks for gifts of warmth

98c per



79c per



98c per

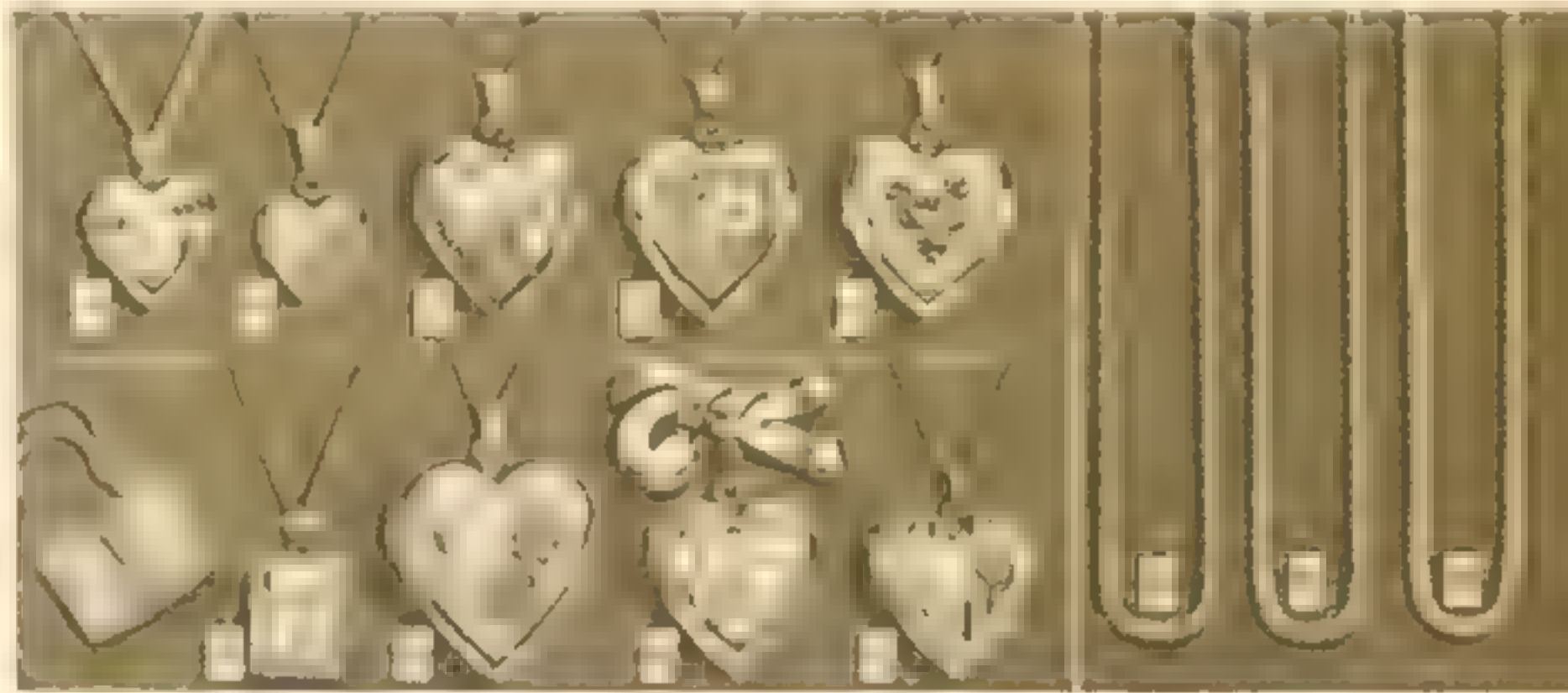




Delight Her With Lockets and Expansion Bracelets

When you give her locket or heart bracelet set, you give her a gift that says "I love you." For that personal touch, initial can be engraved on (1) (2) (3). Bracelets, lockets are 1/20 12K yellow gold filled. Bracelets have stainless steel backs except (1) (3) (6). Lockets hold 2 pictures; have 18-in. chains except (1) (2). Shpg. wts.: set 8 oz.; bracelet 6 oz.; locket 4 ounces.

- For the junior miss—heart on expansion bracelet opens 15-inch locket chain.
 - 4 NR 5882E—Set *Print 1 initial*..... \$7.95
 - 4 NR 5883E—Bracelet only *Print 1 initial* \$5.95
 - 4 NR 5803E—Locket only. *Print 1 initial* 2.50
- 3) exquisite flower design in 3 gold colors. Expansion bracelet heart opens.
 - 4 NR 5886E—Set *Print 1 initial*..... \$10.75
 - 4 NR 5887E—Bracelet only *Print 1 initial* \$7.95
 - 4 NR 5806E—Locket only *Print 1 initial* 2.95
- Genuine diamond sparkles from heart on expansion bracelet and locket.
 - 4 N 5898E—Set..... \$10.95
 - 4 N 5899E—Bracelet only..... \$7.50
 - 4 N 5844E—Locket only..... 3.50
- Girls' charming expansion bracelet, locket. Engine turned design. 15-inch chain.
 - 4 NR 5872E—Set. *Print 1 initial*..... \$6.95
 - 4 NR 5873E—Bracelet only *Print 1 initial* \$4.95
 - 4 NR 5805E—Locket only *Print 1 initial* 2.19
- Dainty flower design in 3-tone gold heart locket and yellow gold expansion bracelet. A fashionable accessory.
 - 4 N 5896E—Set..... \$9.95
 - 4 N 5897E—Bracelet only..... \$7.25
 - 4 N 5813E—Locket only..... 2.95
- Delightful Mother of Pearl heart gleams on contrasting yellow gold cuff bracelet. Safety chain clasp to prevent loss.
 - 4 N 5843E—Width 3/4 in. Bracelet only.. \$7.95
- Strikingly beautiful 140 10K yellow rolled gold plate cuff style expansion bracelet for her. She'll love this extra wide handsome jewelry accessory that adds so much to her wardrobe. Bracelet expands easily to fit her wrist. Smooth gold finish has brilliant luster.
 - 4 N 5790E—Size 1 3/4 inches wide. Shipping weight 6 ounces..... \$7.95



Heart-warming 2-picture Lockets for her

Sentimental two-picture lockets for mother, daughter or sweetheart that she'll cherish forever. Girls' lockets, 15-in. chains; women's, 18-in. chains except (16). Safety clasps. Hand engraved except (11) (14). Shipping weight each 4 ounces.

- 9) Girls' lovely heart. Gleaming 1/20 10K yellow gold filled.
 - 4 NR 5817E—*Print 1 initial*..... \$2.59
- 10) Girls' tiny heart. 3-tone 1/20 12K gold filled. Flower pattern.
 - 4 NR 5847E—*Print 1 initial*..... \$2.45
- Girls' holy book with Lord's prayer. Mother of Pearl study, gold cross. 1/20 10K yellow gold filled.
 - 4 N 5936E..... \$2.98
- Women's heart. Daintily engraved. Low-priced for Christmas! 1/20 12K yellow gold filled 3/8-in.
 - 4 NR 5816E—*Print 1 initial*..... \$2.19
- Women's heart. Satin finish. 3-tone 1/20 12K gold filled. 3/8-inch.
 - 4 NR 5815E—*Print 1 initial*..... \$2.98
- Women's heart in imitation blue cloisonne, gold edge. 1/20 12K yellow gold filled.
 - 4 N 5819E—Size 3/4 inch..... \$3.75
- Women's heart. Floral motif. 3-tone 1/20 12K gold filled. 1-inch.
 - 4 NR 5876E—*Print 1 initial*..... \$3.75
- 10K yellow gold heart locket. 2-tone bow knot pin, safety clasp.
 - 4 NR 5846E—*Print 2 initials*..... \$12.95
 - 4 NR 5789E—As above, 1/20 12K yellow gold filled. *Print 2 initials*.. \$4.95
- Women's heart. Precious 10K yellow gold heart with brilliant diamond or initial as listed. Treasured beauty. Size 3/4 inch.
 - 4 N 5810E—With diamond..... \$12.95
 - 4 NR 5808E—*Print 1 initial*..... \$9.50

Precious Metal Replacement Jewelry Chains

For locket, cross or pendant. 3 weights, 3 lengths. Shipping weight each 2 oz.

10K yellow gold Chains for enduring loveliness

Lightweight	Medium weight	Heavyweight
4 N 5815E—14-in..... \$1.95	4 N 5828E—14-in..... \$2.55	4 N 5813E—14-in..... \$3.85
4 N 5817E—18-in..... 2.15	4 N 5835E—18-in..... 2.75	4 N 5816E—18-in..... 4.25
4 N 5827E—20-in.... 2.35	4 N 5830E—20-in... 2.95	4 N 5833E—20-in.... 4.65

Sterling Silver Chains for thrifty beauty

Lightweight	Medium weight	Heavyweight
4 N 5791E—16-in..... 75c	4 N 5794E—16-in... \$1.05	4 N 5797E—16-in... \$1.35
4 N 5792E—18-in..... 85c	4 N 5795E—18-in... 1.15	4 N 5798E—18-in... 1.45
4 N 5793E—20-in..... 95c	4 N 5796E—20-in... 1.25	4 N 5799E—20-in... 1.55

Genuine Hand-carved Cameo Accessories

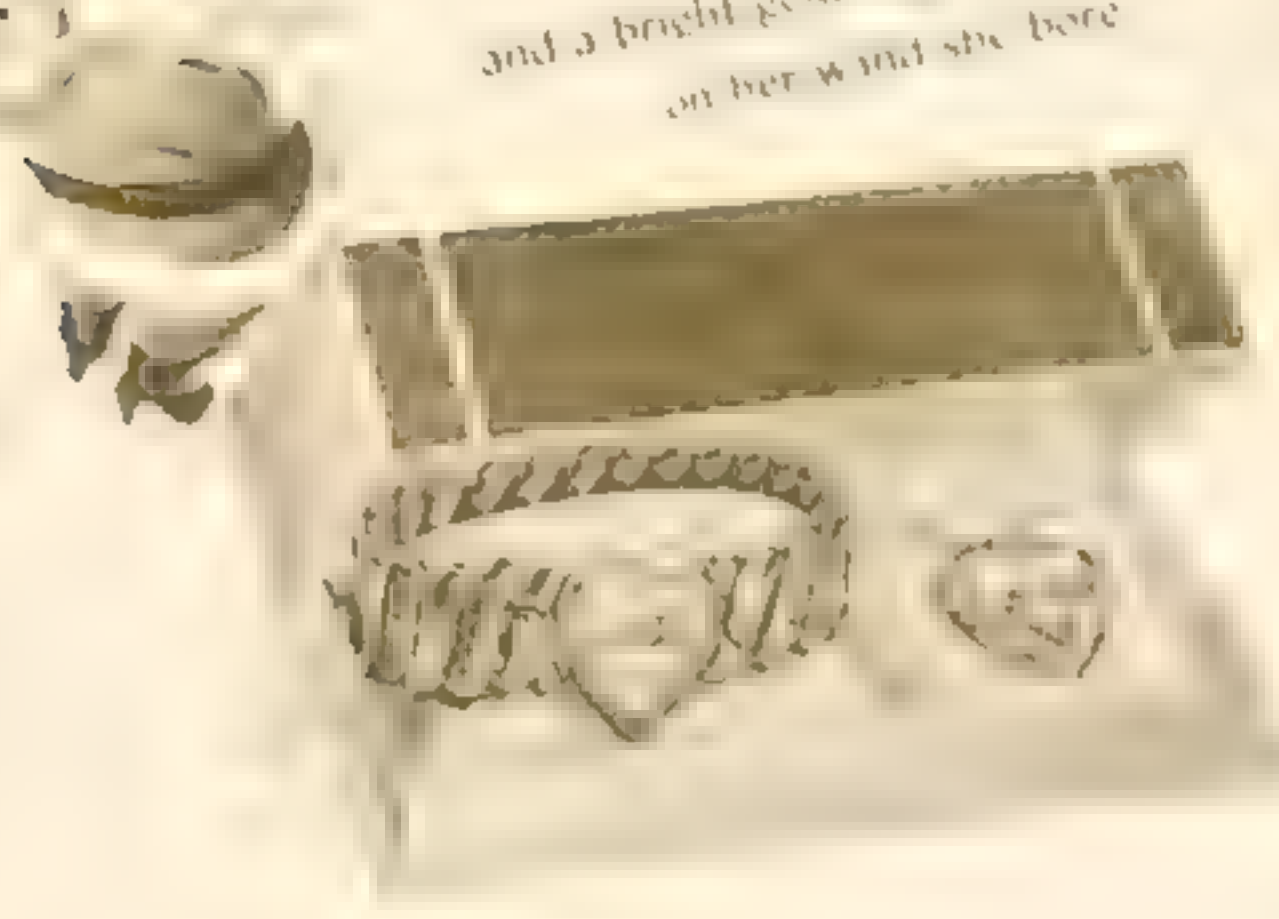
Beautiful cameos, authentic in every detail... 10K yellow gold mountings except (C). Delicate shell pink stones. Heirloom quality that will make them treasured. Gift box. Shpg. wt. each 3 oz.

- A) Pendant with luxuriously detailed cameo, frame. 18-in. chain.
 - 4 N 5820E—About 3/4 inch wide. \$10.95
- B) Pendant with larger cameo. Lace-like scroll. 18-in. chain.
 - 4 N 5821E—About 7/8 inch wide. \$12.95
- C) Cuff style bracelet. Small choice cameo with lacy open scroll. Precious 1/20 12K yellow gold filled.
 - 4 N 5849E—About 3/4 inch wide... \$6.98
- D) Brooch. Expertly crafted gold frame in charming contrast with cameo. Loop for chain. Safety clasp.
 - 4 N 5893E—About 1 inch wide.. \$12.95
- E) Antique design brooch with oval cameo center. Safety clasp.
 - 4 N 5880E—About 1 1/2 inches wide \$14.95

All items shown 3/4 actual size. Prices include 20% Federal Tax.

*Diamond Rings, Cameos
Women's Gold Jewelry*

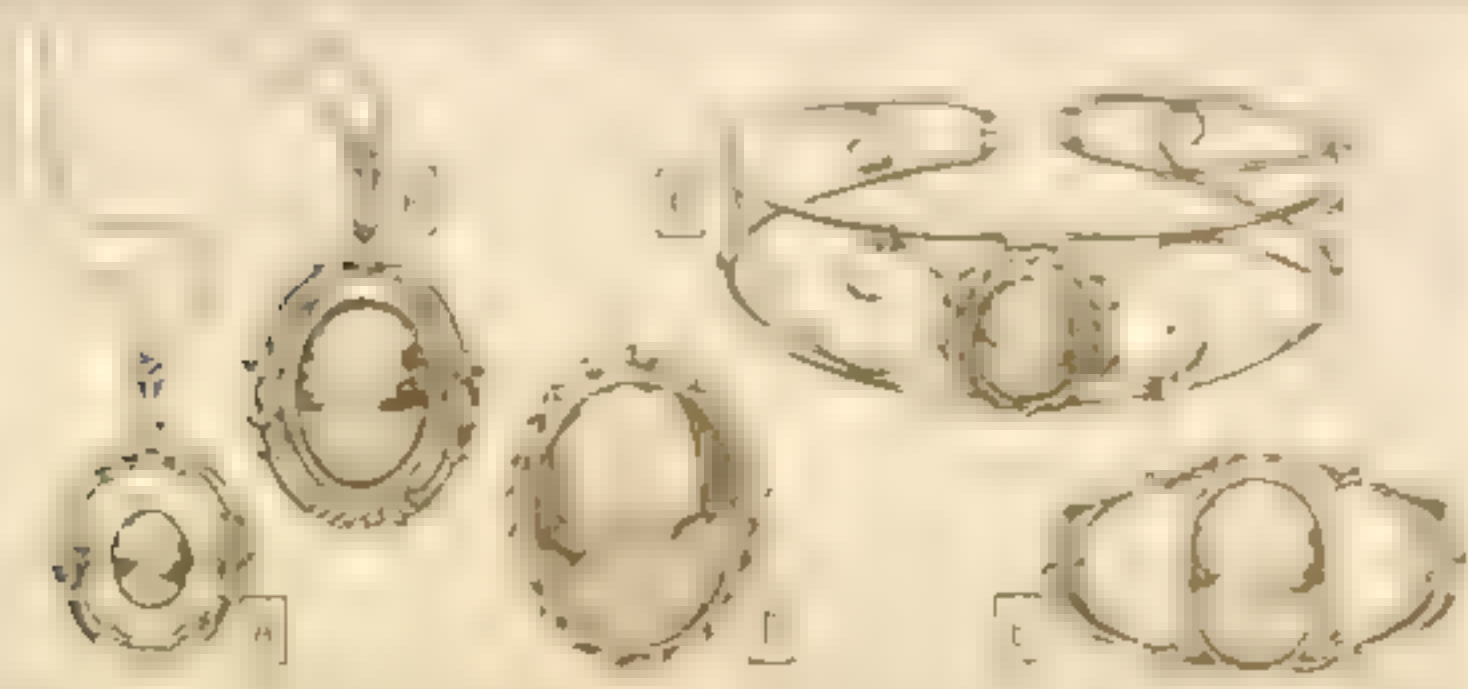
*Rich and rare were
the gems she wore
and a bright gold ring
on her hand she bore*



Our Most Popular Bracelet Set—At Our Lowest Price Ever!

You can't afford NOT to be tops with her at this exciting price! Romantic heart design on highly polished expansion bracelet and locket set. A gift of love. 1/20 12K yellow gold filled. Bracelet has stainless steel back. Both can be engraved. Shpg. wts.: set 8 oz.; bracelet 6 oz.; locket 4 ounces.

4 NR 5865E—Set..... \$6.95	4 NR 5866E—Bracelet only..... \$5.95
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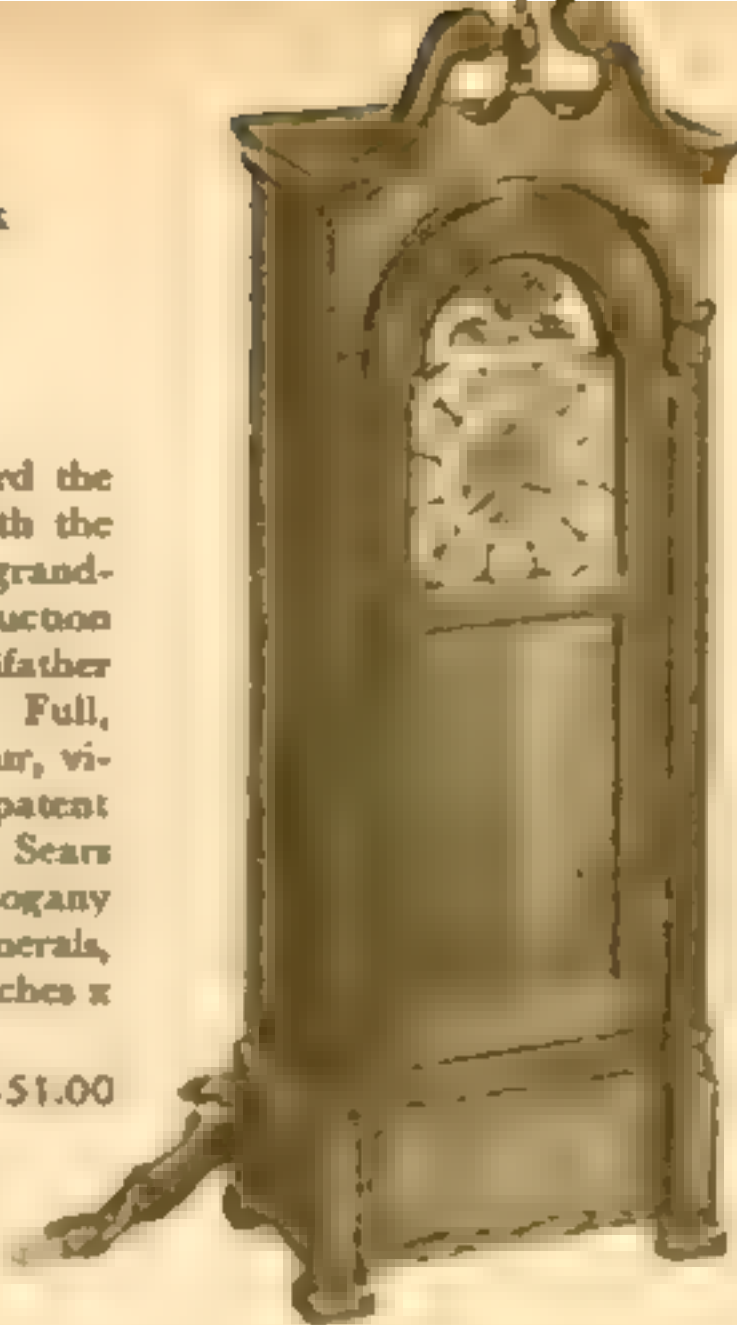


**Westminster Chime
Miniature Grandfather Clock**

\$51.00 **\$5.50 Down**
Cash on Terms

At this new low price you can now afford the mellow charm of yesterday combined with the modern performance of this miniature grandfather clock. Authentic one quarter reproduction of period design. The only miniature grandfather clock with genuine Westminster chimes. Full, melodious chimes sound each quarter hour, vibrant 4-tone chord strikes the hour, a patent feature. Self-starting electric movement is Sears tested. Piano-finish, hand-rubbed mahogany case. Etched ornate brass dial. Black numerals, hands; gold color second hand. Size 20 inches x 6 1/4 inches x 5 1/4 inches.

4N07357E—Shipping weight 5 lbs. \$51.00



Special Price
\$35.00
Cash
\$3.50 Down

Westminster Chime Clock at unheard-of price

Look! Here's the lowest priced Westminster chime clock Sears has offered in years. We invite you to compare this price with any price anywhere. A choice tambour design that makes an impressive addition to any room. Westminster chimes strike full, deep musical chords on hour, a patent feature. Also strike quarter hours. Self-starting electric movement sealed-in-oil; Sears-tested Hand-rubbed, solid mahogany wood case, burl inlay. Black and gold color numerals, silver color dial. Black hands, silver color second. Gold plated rim
4N07166E—5 1/4 in. x 20 in. x 3 1/4 in. Shipping weight 5 lbs. \$35.00



\$4.95



\$4.35
Plain



\$9.00
Luminous



\$9.54
Plain

\$16.95



Decorative, dependable Clocks for every room in your home

A Cuckoo-type Clock. Quaint, carved-effect design all around molded wood-brown plastic case. Little gay-colored animated cuckoo bird moves in rhythm with swinging pendulum. One-weight pendulum movement—just pull up the weight to wind. Easy-to-read raised numerals. Size 8 in. high, 6 in. wide. Shpg. wt. 2 lbs. 8 oz.
4N7300E **\$4.95**

B Speedway Alarm Clock. Distinctive horsehoe-shaped 30-hour occasional and alarm clock. Die-cut gold color numerals around outside of dial is ultimate in clock styling. Rich brown walnut wood case. Harmonizing gold color rim, hands and dial. Spring-driven movement. Back shut-off. Size 6 1/2 in. x 5 1/4 in. Shpg. wt. 3 lbs.
4N7030E—Plain **\$4.35**

C New Haven Alarm Clock. "Ideal," modern 30-hour alarm for living room, bedroom or den with exclusive compensating hairspring for greater accuracy. Gold color rim and base, black plastic ornaments. Luminous hands and numerals. One key winds time and alarm. Non-shatter crystal 3 1/4 inches high. *Polypad* (Shipping weight 13 ounces)
4N7035E—Luminous. **\$9.00**

D G.E. Electrical Clock, "Navigator," handsome nautical ornament for desk, mantle or dresser top. Brown plastic case has polished brass wheel spokes, rim and star. Gold color hands, black numerals. G.E. sealed-in-oil motor assures you of years of trouble-free service. Size 6 1/2 x 7 1/2 in. *Polypad* (not for sale in foreign countries)
4N7328E—Plain **\$9.54**

E Miniature Grandfather Clock, "Colonel," authentic reproduction of graceful 18th Century American design with swinging pendulum. Modern self-starting electric movement, Sears-tested Mahogany colored pressed wood fibre looks like carved wood. Hand painted gilt trim, pendulum. Black numbers, hands. Etched brass dial. Shpg. wt. 4 lbs. 8 oz.
4N07356E—Size 18x6 1/4 in. **\$16.95**

Above clock prices include 20% Federal Excise Tax except 4N7030E, which is 10%. Cord, plug with electric clocks for 60 cycle 110-volt A.C.

Economy-priced TOWER WATCHES
Built for accuracy and hard wear

- Smart, economy-priced watches designed and made to Sears high specifications by Ingraham watchmakers
- Dependable Tower watches guaranteed against original defects in material and workmanship for 90 days.

- Designed and constructed to withstand rugged usage—ideal for athletes, outdoor workers and children
- Streamlined cases look far more luxurious than modest price. Non-shatter crystals. Shpg. wt. each 4 oz.

F Here's a dependable pocket watch at an amazing low price! Nickel plated dustproof case. Plain style has black hands, numerals on silver and gold color dial. Luminous style has black-banded silver color dial, luminous hands, numerals.
4N1659E—Plain **\$1.89**
4N1660E—Luminous **2.75**

H Trim and handsome, yet low priced! Good-looking, streamlined rim is 10K yellow rolled gold plate with stainless steel back. Black dial with contrasting gold color hands and raised numerals. Sturdy brown leather strap. Built for accuracy and hard wear.
4N1721E—Plain **\$4.95**

G Rugged, modern lapel watch with leather strap for men or women. Ultra-smart outside track with bold black numerals. Harmonizing black enameled case with chrome trim. Silver color inside dial has black hands and dots. Second dial. High in style, low in price!
4N1857E—Plain **\$2.49**

J Smartly tailored 10K yellow rolled gold plate rim . . . same styling used in higher priced watches. Unusually thin. Has rose gold color dial with polished gold color numerals. Black hands. Sturdy harmonizing brown leather strap. A reliable gift that fits your budget.
4N1734E—Plain **\$6.95**

Watch prices include 10% Federal Tax. Watches shown 3/4 actual size.



\$2.49
Plain

\$4.95
Plain

\$1.89
Plain

\$6.95
Plain

Clocks, Watches and Watchbands

The world is so full
of a number of things
I'm sure we should all
be as happy as kings



Was \$3.95
\$3.69



Special \$4.95
Price Gold Filled



Was \$3.95
\$3.69 Gold Filled



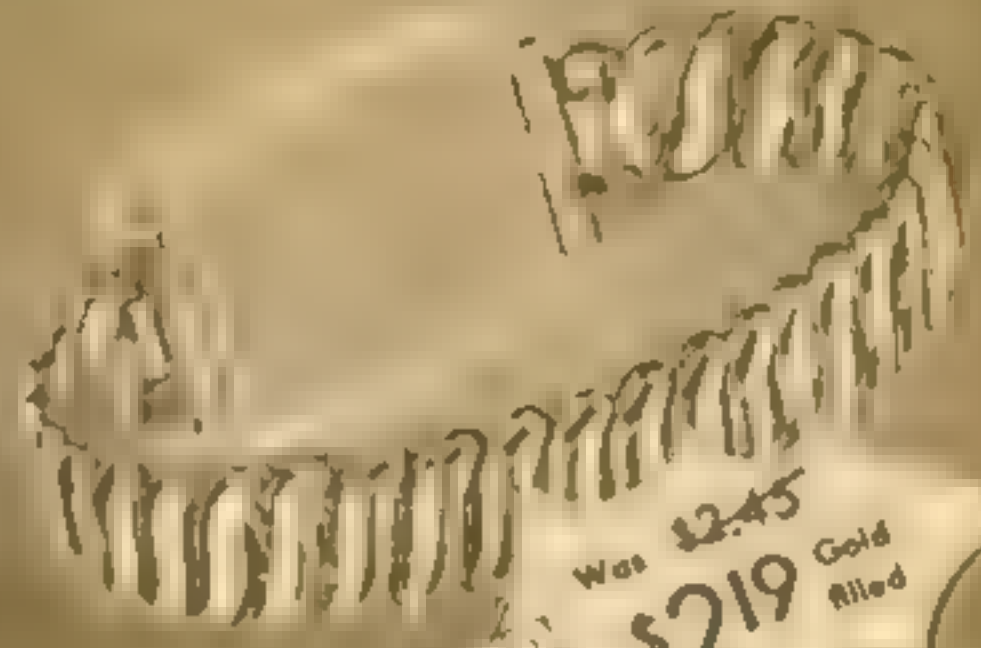
Was \$3.95
\$3.19



Was \$3.95
\$3.19 Gold Filled



Was \$2.95
\$2.69



Was \$2.45
\$2.19 Gold Filled

New low prices on Expansion Watch Bands during this great Christmas Sale! Sensational values, smart new styles for men and women

- Hold watch securely so it can't slip off
- Stretch easily yet fit snugly, comfortably

Handsome basket weave ends

1 Just about the best buy in men's watch bands we've had in years! Sleek basket weave ends, convenient expansion center. Give his old watch a new look... low to price but not in quality. And look at that cut price! Long lasting 1/20 12K rose, yellow or white gold filled to match his watch. Expansion center has stainless steel back.

4 N 1268E—State gold color, end width..... \$3.69

Distinctive expansion style

2 Designed to give his watch a smooth, streamlined appearance; sale-priced to save you money. Your choice of long-wearing 1/20 12K rose or yellow gold filled with stainless steel back, or all stainless steel. Buy now for Christmas thrust-giving.

4 N 1269E—State gold color, end width..... \$3.69
4 N 1271—All steel. State end width Was \$2.95 \$2.59

Identification tag center

3 Newest, most exciting idea in men's expansion bands! Center plaque is perfect for engraving name and address, or names and date of presentation. Specially low priced! Your choice of 1/20 12K rose or yellow gold filled (expansion ends have stainless steel back) or all stainless steel. Hand-engraved at 5c a letter extra. Print exact engraving wanted. If correctly engraved, may not be returned.

4 NR 1277E—State gold color, end width \$4.95
4 NR 1278—All steel. State end width \$3.45

- Thrilling savings NOW on up-to-date styles
- Buy for yourself or for Christmas giving

Elegant expansion band

4 Richly styled full expansion bracelet... a smart accessory for any woman's watch. Ideal for her Christmas gift because you don't have to know her size—this style fits almost any wrist. Low-priced to make your giving easy. Your choice of long-wearing 1/20 12K rose, yellow or white gold filled. Transforms an old watch into a new jewelry fashion-piece.

4 N 1212E—State gold color..... \$3.19

Attractive link ends

5 Sparkling link ends add a smart new touch, convenient expansion center means real comfort. Exciting low price makes your Christmas budgeting so much easier. Your choice of 1/20 12K rose or yellow gold filled, or stainless steel for white gold watches. Save 19% to 32%!

4 N 1260E—State gold color..... \$3.19
4 N 1259—All stainless steel. Was \$2.95..... \$1.98

How to Order Watch Bands



Expansion style watch bands are designed to fit any size wrist or watch. For men's bands, state 1/4 or 3/4-inch end width according to end lugs on watch (distance from X to Y in sketch). Women's bands come with loop end only. Prices include 20% Federal Excise Tax where E is added to catalog number (as 4 N 1268E). Shipping weight each 4 oz. Shop by Sears Easy Terms—see page 243.

Catalog prices slashed on our most popular Expansion Bands

- Big price cuts just when you're buying Christmas gifts
- Practical, long-wearing styles... comfortable, streamlined

Novelty style full expansion bracelet

6 Absolutely the latest in women's expansion bands. Positively the lowest of prices for this quality women's expansion band. New and different design that will add new richness to any woman's watch. Convenient expansion style that fits her wrist comfortably yet snugly. Nowhere else can you find such superb quality at such a sensationally low price! Your choice of 1/20 12K rose or yellow gold filled top; stainless steel back. Buy now at this special Christmas price.

4 N 1270E—State gold color..... \$2.69

Exciting value in men's expansion band

7 Sleek, conservative style band that's good anytime, with any watch. Will outwear most leather straps many times at very little extra cost. Full expansion stretches easily to slip on and off yet fits snugly, can't fall off the wrist. 1/20 12K rose or yellow gold filled with stainless steel back, or all stainless steel. Combines beauty and man-size service with new money-saving price!

4 N 1266E—State gold color and end width..... \$2.19
4 N 1267—All stainless steel. State end width. Was \$1.59. \$1.29

ALL PAGE 69.. WATCH BANDS

ORVIN WATCHES

The Quality Watch at the Economy Price . . . luxurious gifts at greater-than-ever holiday savings

Choose from this stunning array of top quality Orvin watches and make his or her fondest Christmas wish come true. Precision-made for accuracy and dependability, each watch is twice-tested for correct timing. 7 and 17 jewels minimize wear. Latest style 10K yellow rolled gold plate cases, stainless steel backs. Harmonizing fashion-wise bands are 1/20 12K gold filled, stainless steel backs. Modern, clean-cut dials. Gift box. Shpg. wt. each 9 oz. Use Sears Easy Terms, see page 243

Handsome yet low-priced Orvins for men

A Suave, masculine round case is tops in smart simplicity at a low price! Black numerals, dots and hands against silver color dial. Accurate 7-jewel movement. Harmonizing brown leather strap. Second dial. 4 N 307E \$12.95

C Streamlined case with distinctive square dial has plenty of masculine appeal. Black Roman numerals and hands on silver color dial. 17 jewels. Sturdy tan leather strap. Second dial. A real buy at this price! 4 N 308E \$16.95

B He'll appreciate this handsome, up-to-the-minute expansion band and matching cushion style case. Gilt hands and numerals on silver color dial. 7 jewels. Second dial. And it's priced right for gift-giving too. 4 N 330E \$17.50

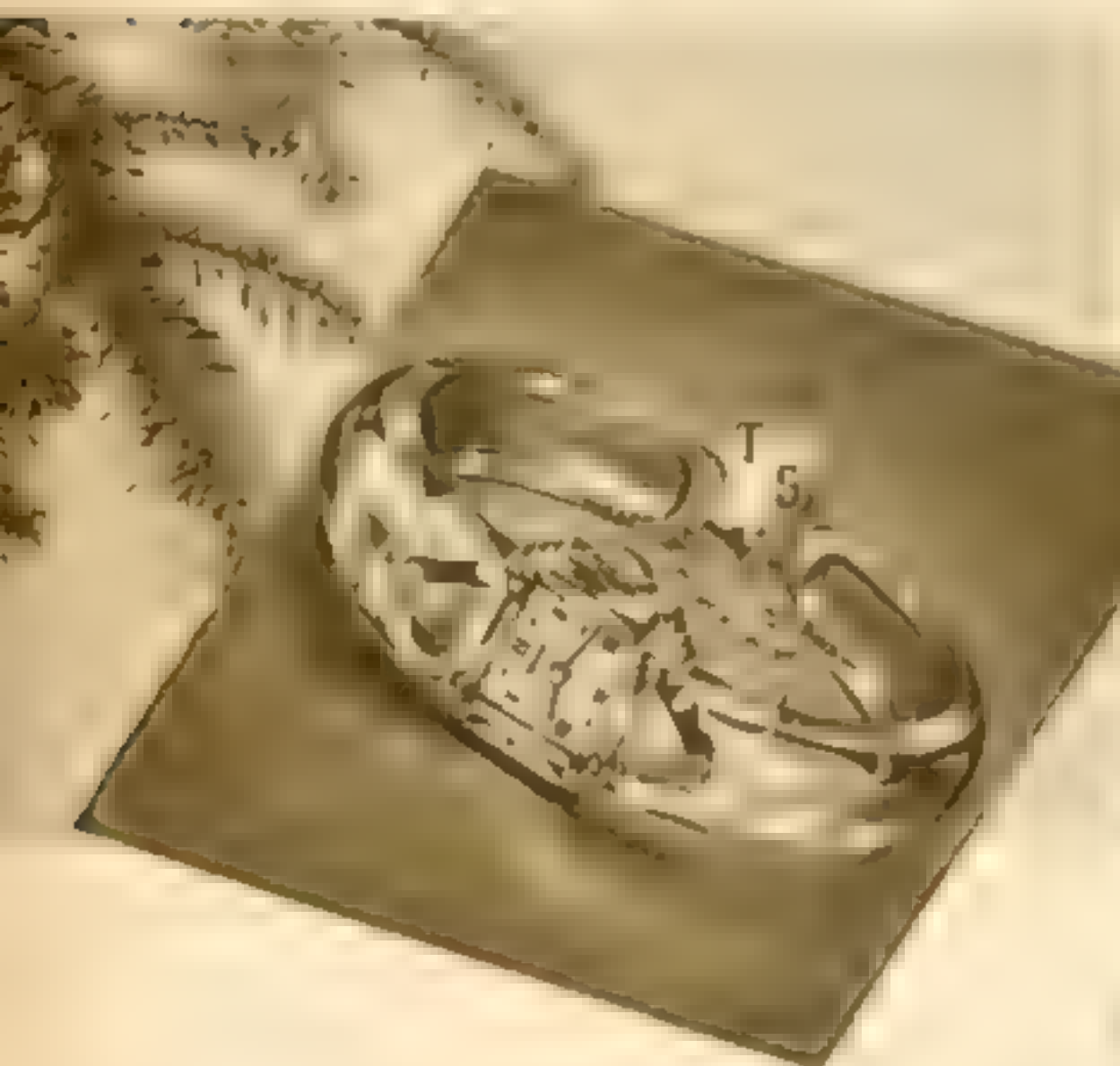
D 17 jewels minimize friction, assure him longer wear. Dignified cushion case. Drummy band has basket-weave ends, expansion center. Red hour sticks, black hands, numerals on silver color dial. Second dial. 4 N 331E \$21.50



Lapel Watch to accent her wardrobe

There's no finer compliment to feminine charm than a delightful lapel watch. Combines allure of beloved costume pin and usefulness of a fine watch. Expertly crafted, harmonizing 1/20 12K rose and yellow gold filled pin and rolled gold plate case. Brilliant rhinestones sparkle on rose gold color loops. Square case set with extra thick bezel crystal. Black hands, numerals and sticks on silver color dial. Upside down dial with second hand is easy for her to read. Pin bar has safety clasp. 7 jewels. A sure gift hit at such a low price!

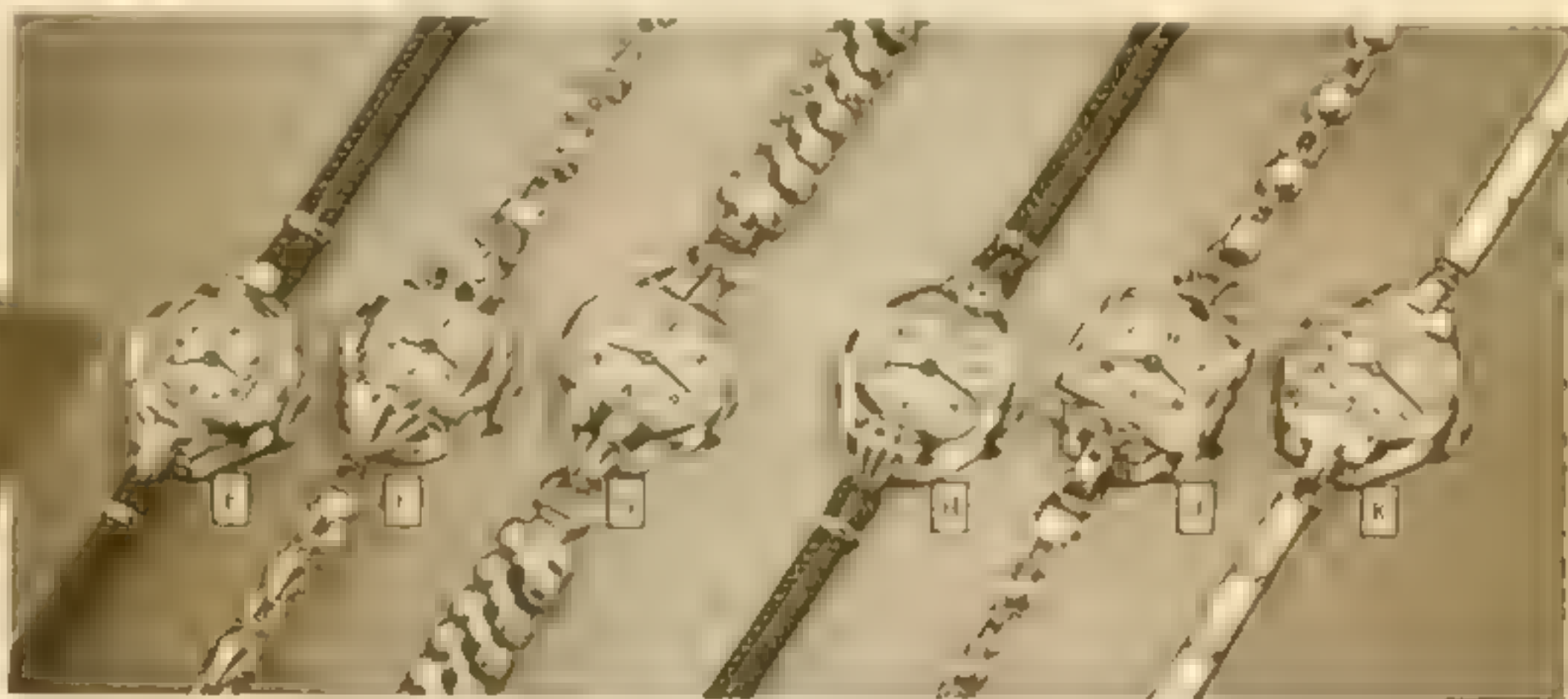
4 N 182E \$19.95



She'll love this Bracelet Watch

Give her an enchanting bracelet watch that's as glamorous as it is useful. Refreshingly different—a pleasing addition to her every ensemble. A watch she will wear with pride. Dainty square dial has sparkling raised clear crystal. Lovely curved bracelet with concealed hinge to insure a snug fit. Richly polished long wearing gold plate. Tiny guard chain guards against loss. Identification disc may be engraved with two initials. Attractively designed easy-to-read dial. Dependable 17 jewel movement. Unquestionably one of this season's loveliest creations, yet low-priced!

4 NR 0184E—Print 2 initials \$34.95



Accurate, economical, decidedly smart Orvins for women

F Graciful cushion case with exciting feminine styling. Brightly beveled ends and terraced sides. Matching gilt hands and numerals on silver color dial. 7-jewel movement. Narrow black cord band with safety clasp. Here's a women's good watch at a good, low price.

4 N 178E—Stole wrist size \$16.95

F Handsome square dial that is so flattering to her wrist. Case has smart stepped sides, grooved case. Link bracelet with distinctive comes and links. Gilt numbers on silver color dial. 7-jewel movement. *Stole wrist size.*

4 N 179E \$18.95

G Universally attractive cushion case with light-voicing tapered and rounded ends. Gay expansion bracelet in new nose design stretches easily to fit her wrist. Silver color dial with black hands and numerals. Accurate 7-jewel movement.

4 N 180E \$19.95

H Popular round dial in prim cushion style case. Smartly grooved ends add to the luxurious look of this dependable timepiece. 17-jewel movement. Black numerals, hands and sticks on silver color dial. Slim, double black cord band with safety clasp. A money-saving Christmas price!

4 N 181E—Stole wrist size \$19.95

J Exquisitely fashioned case with tiny square dial. 17 jewels. Link bracelet has alternating links and circles. Roman numerals, hands on silver color dial. Gold color hour markers. Budget-loving price! *Stole wrist size.*

4 N 140E \$21.95

K Truly feminine styled cushion case to adorn a lovely lady's wrist. Superbly tailored "Breton Queen" expansion bracelet with "telescope" stretching links. Dependable 17 jewel movement. Gilt raised numbers and hands on silver color dial.

4 N 0183E \$24.95

Sparkling, diamond-like rhinestone dials The newest in fine watch styling

Now all the beauty and flash of expensive diamond-set dial watches at prices you can afford. These rhinestone watches have all the "look" of watches selling at \$200 or more. They are fine quality, dependable Maldens, sold only by Sears to many thousand satisfied customers. 17 jewels. Rust-resistant hair-spring is self-compensating for greater accuracy. 10K yellow rolled gold plate cases, stainless steel backs. Silver color dials, gold color hands. Gift boxes.

L Women's tiny dime size watch has stunning "wheel-tread" design around edge. Brilliant-cut rhinestones mark hours. Novel expansion band. 4 N 0910E—Shipping weight 9 oz. \$29.95

M Men's dashing watch with smart domed crystal. Emerald-cut rhinestones mark hours 3, 9, 12. Round stones at others. Unusual expansion band. 4 N 0911E—Shipping weight 9 oz. \$34.95

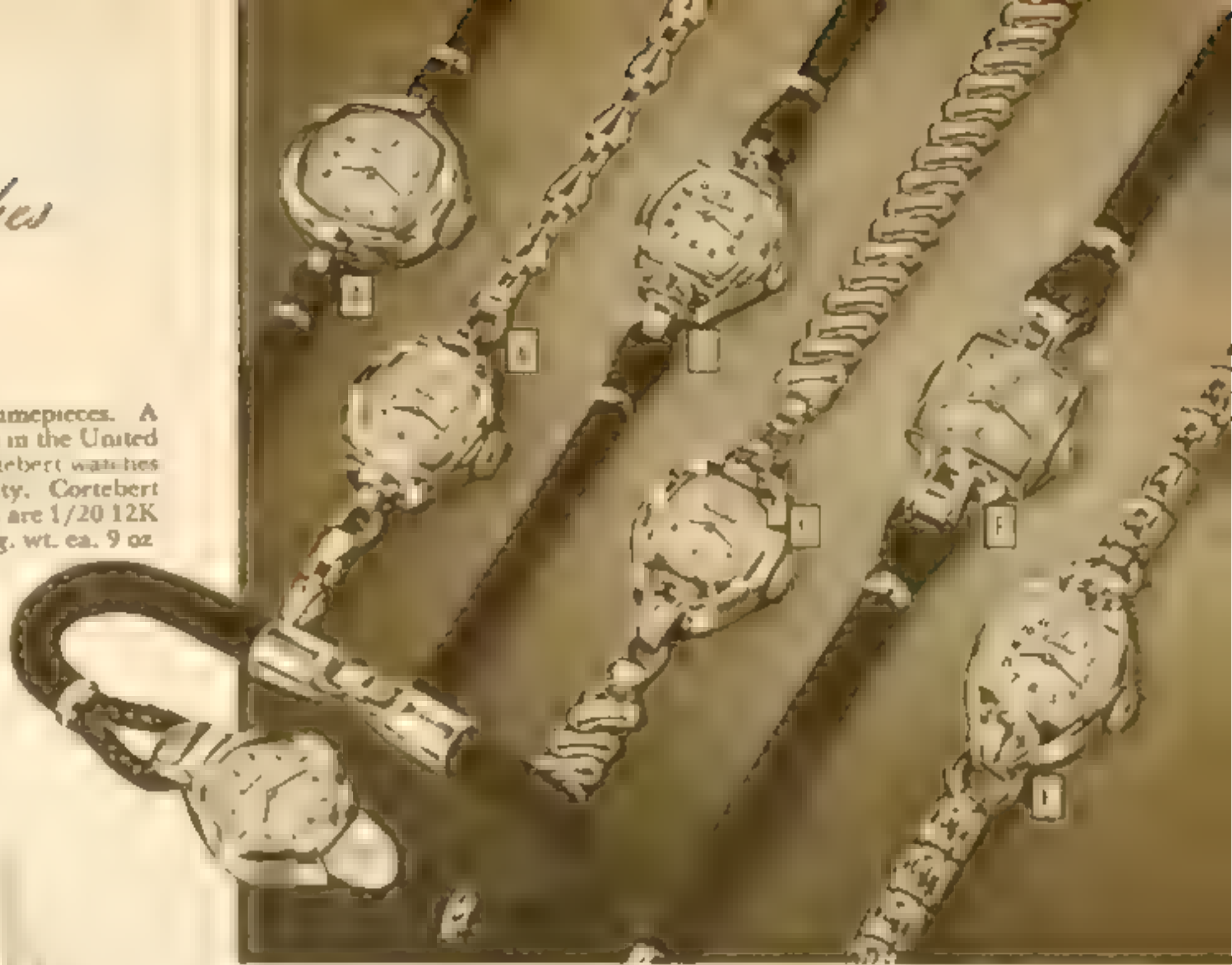
All watches shown 3/8 actual size. Prices include 10% Fed. Excise Tax. Easy to Order on Easy Terms. See page 243

WORLD FAMOUS
Cortebert  **Watches**
 SINCE 1790

When you give a Cortebert, you give one of the world's finest timepieces. A proud name honored for more than 158 years... sold only by Sears in the United States. Our direct importation makes it possible for you to buy Cortebert watches at much lower prices than other watches of comparable fine quality. Cortebert "dynamic poise" movement is world renowned for accuracy. Bands are 1/20 12K yellow gold filled or better, unless otherwise stated. Gift case. Shpg. wt. ea. 9 oz

Tiny Watch she'll adore for years

Imagine her surprise to find this splendid tiny watch in her Christmas stocking. 14K yellow gold dainty round case is breathtaking in its loveliness. Highly polished flat end pieces enhance its beauty. Thick raised crystal. Silver color dial has black hands, numerals, gilt markers. Black cord band
 4 N 0296E-17 jewels. *State wrist size*..... \$39.75



You can't buy her a finer, more accurate watch at these prices

- A)** She'll love the smooth lines and elegant simplicity of this cushion style beauty. 10K yellow rolled gold plate, stainless metal back. Silver color dial, gilt numerals, hands. Second dial. Black cord band, safety clasp. *State wrist size.*
 4N240E-7 jewels. \$19.75
- B)** Smart cushion-shaped case with lovely link bracelet. Harmonizing bracelet and case in 10K yellow rolled gold plate, stainless metal back. Silver color dial, gold color numerals and hands. Safety clasp. *State wrist size.*
 4N275E-7 jewels. \$21.95
- C)** Tiny cushion style will win her instant admiration. Sparkling beaded ends. 10K yellow rolled gold plate, stainless metal back. Silver color dial, black numerals and hands. Black cord band, safety clasp. *State wrist size.*
 4N293E-17 jewels. \$24.75

- D)** Ever-popular gleaming yellow gold filled expansion bracelet on distinctly modern watch. Harmonizing 10K yellow rolled gold plate case. Bracelet, case have stainless metal backs. Silver color dial; gilt numerals, hands.
 4N0294E-17 jewels. \$29.75
- E)** Beautifully created square case with dainty swirling loop ends. Brilliant 10K yellow gold filled. Black hands and numerals on two-tone-gold color dial. Black double silk cord band with safety clasp. *State wrist size.*
 4N0295E-17 jewels. \$29.75
- F)** Fascinating, exquisitely styled treasure will thrill her on Christmas day. Glorious 10K yellow gold filled case. Stunning yellow gold filled bracelet has neat square links. Adds extra beauty to her watch. *State wrist size.*
 4N0292E-17 jewels. \$32.50

The Cortebert you give him will be his proudest treasure

You'll flatter his masculine ego with this truly different self-winding watch. Winds itself while he wears it. No overwinding, no underwinding, no forgetting to wind. Just set it and forget it. Stainless steel case constructed to resist shock, dust and moisture. Silver color dial, luminous numerals, hands. Sweep second hand. Harmonizing expansion band
 4 N 0456E-17 jewels..... \$42.50

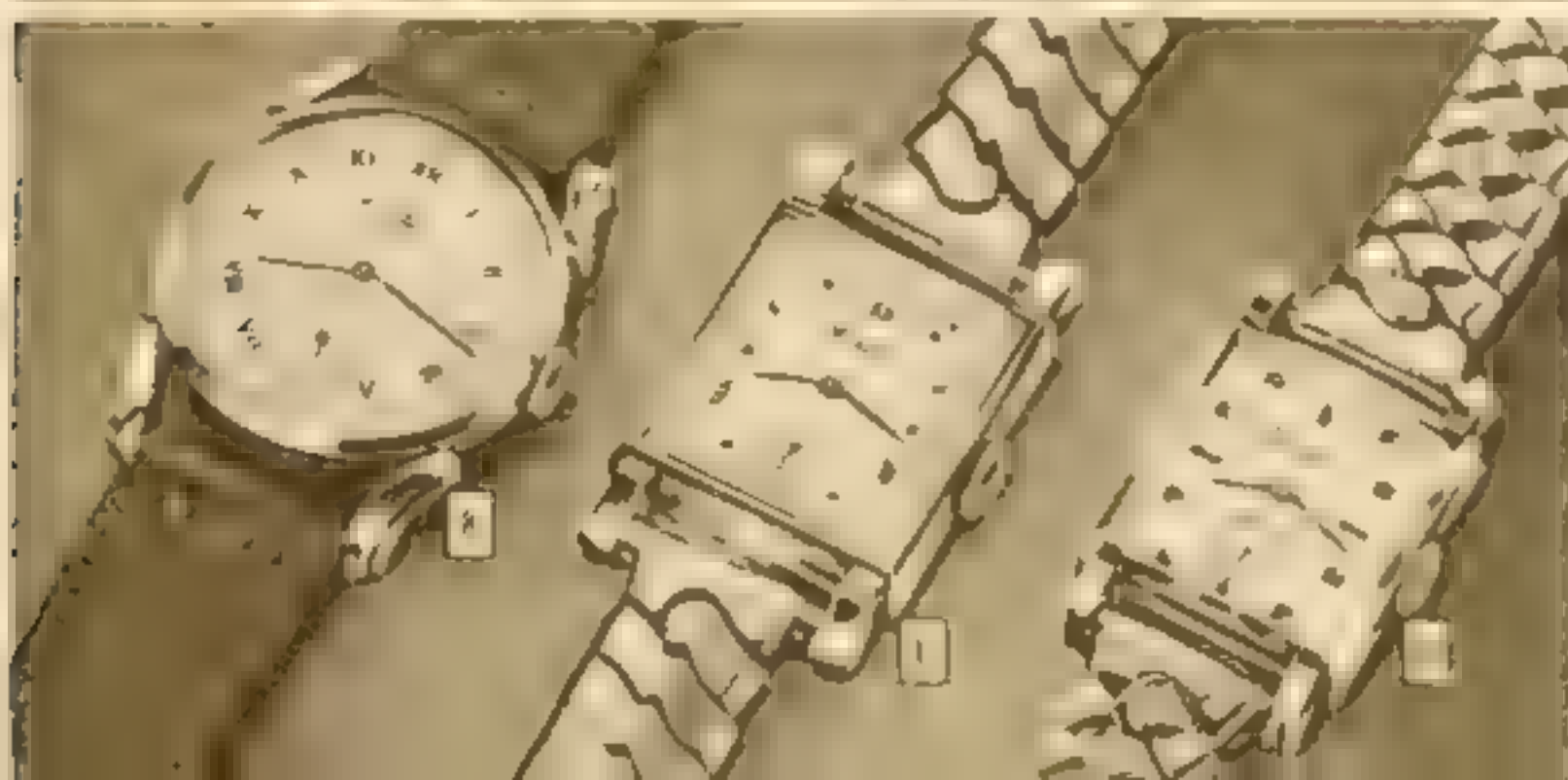
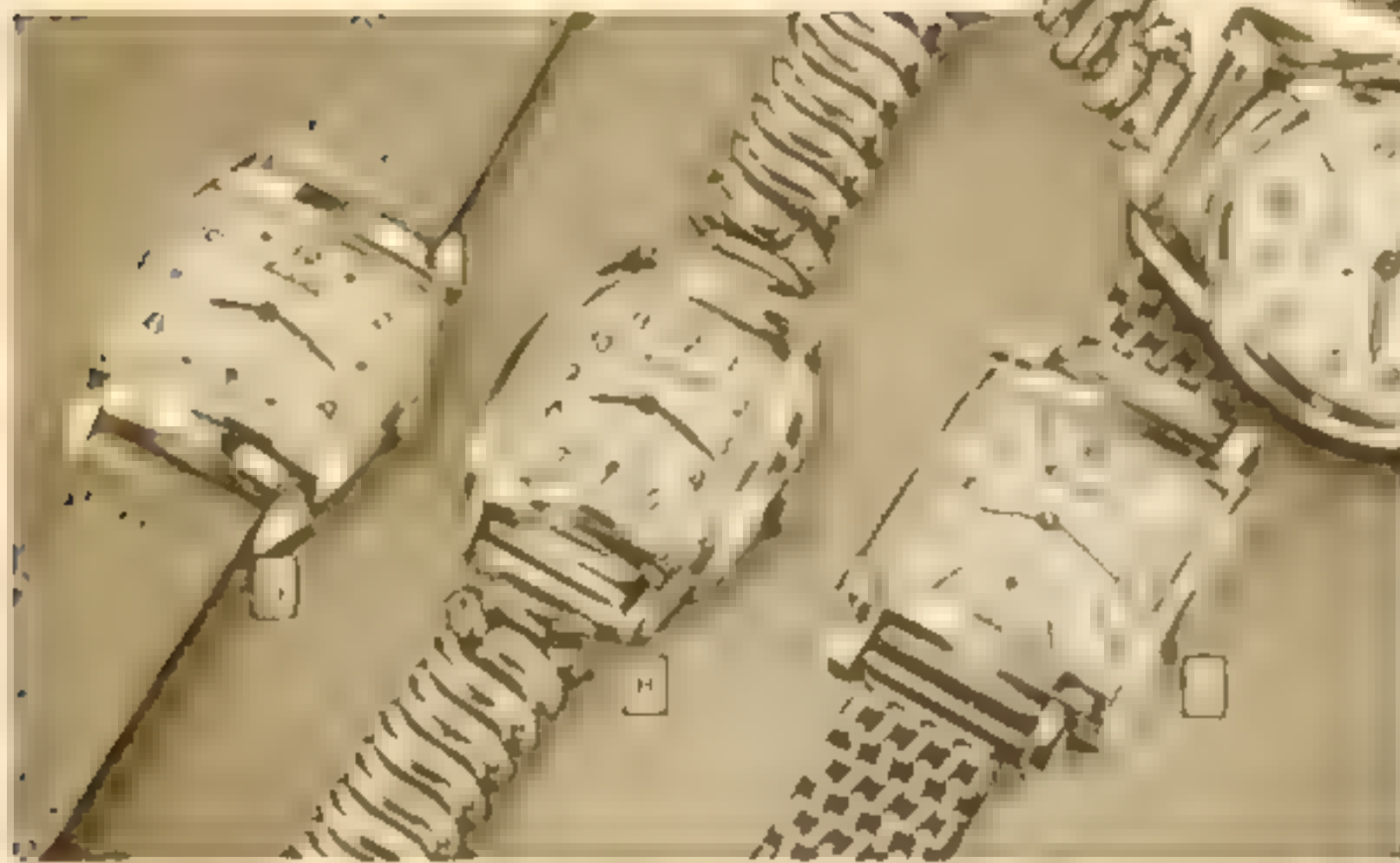
- G)** Ultra thin watch he'll wear proudly. Smart domed crystal. Rose color dial with black numerals and silver color hour marks. Black hands. 10K yellow rolled gold plate, stainless steel back. Leather strap. Second dial.
 4N442E-7 jewels. \$19.75
- H)** Bold, masculine style cushion case in bright 10K yellow rolled gold plate, stainless steel back. Silver-color dial. Gilt numerals, hands. Second dial. Comfortable expansion band, stainless steel back.
 4N461E-7 jewels. \$23.75
 4N0462E-17 jewels. 27.50
- J)** Manly smartness with clean, vigorous lines. Square beveled case is 10K yellow gold filled. Band has expansion center, dressy basket weave ends. White dial, gilt hands. Raised Roman numerals, hour marks. Second dial.
 4N0444E-17 jewels. \$32.50

- K)** Good-looking, handsome round case appeals to his masculine tastes. Case and smart curving extension are rich 10K yellow gold filled. Highly polished surfaces. Gilt hands and Roman numerals on silver color dial. Leather strap. Second dial.
 4N0460E-17 jewels. \$34.95
- L)** Square case with shining beveled edges is sure to please him. Massive raised crystal. 10K yellow gold filled. Elegant Breton link expansion band. Silver color dial, gilt hands, markers, black numerals. Second dial. Fits his wrist, fits your purse.
 4N0458E-17 jewels. \$37.50
- M)** He'll like this delightfully different "bow-tie" effect in a full expansion band. Matches brilliant 10K yellow gold filled rectangular case. Smooth beveled edges. Novel gilt squares, sticks mark hours, silver color dial. Second dial. High domed crystal
 4N0459E-17 jewels. \$39.75

Watches are shown $\frac{3}{4}$ actual size
 Prices include 10% Federal Tax PERMANENT PAGE 71, CORTEBERT WATCHES

*Or give Cortebert Watches
 for men and women*

*Charm strikes the sight
 But merit wins the soul*





*Elgin, Waltham Watches
for men and women*

*A good time's coming
I wish it were here
The very best time in
the whole of the year*

WALTHAM WATCHES
The gift to remember

\$3375 to \$7150

**Made to give you superb styling
and accuracy at moderate cost**

For nearly a century Waltham has been making fine watches—an unparalleled record in American watchmaking. Here is watch distinction—the exquisite grace of line, the rarity of design that makes fine jewelry so deeply treasured. It begins with Waltham *beauty-within*, the combination of new precision skills with a rich heritage of fine craftsmanship. Buy on Sears Easy Terms, no extra charge due to standard practice. Beautifully boxed for Christmas gift-giving. Postpaid (Shipping weight each 9 oz.). Watches shown $\frac{1}{4}$ actual size. All prices include 10% Federal Tax. Watch bands are 1/20 12K gold filled or better quality.

Make this a memorable Christmas for her with a Waltham

- A** "Deva" . . . 10K yellow rolled gold plate case with carved ends. Stainless metal back. Black cord band. Gilt numerals, hands. 4 N 0850TE—17 jewels. *State wrist size* . . . \$33.75
- B** "Nora" with ultra smart heavy black cord band. 10K yellow gold filled case. Raised crystal. Gilt numerals and hands. 4 N 0851TE—17 jewels. *State wrist size* . . . \$47.50
- C** "Jean," a smartly modern beauty. 10K yellow gold filled case with light-loving ridged ends. Gold filled basket weave bracelet adds a new note. Raised gilt numerals, hands. 4 N 0852TE—17 jewels. *State wrist size* . . . \$49.50
- D** "Poppy" has the newest, smartest expansion band anywhere. Gold filled "telescope" band harmonizes with the 10K yellow gold filled case. Raised gilt numerals, hands. 4 N 0853TE—17 jewels. \$52.50
- E** "Cordelia" has shining 10K yellow gold filled case with beveled ends. Distinctive, matching snake chain bracelet adds an extra touch of charm to this superbly simple watch. Silvered dial with gilt hands and numerals. 4 N 0854TE—17 jewels. *State wrist size* . . . \$55.00
- F** "Phoebe" . . . utterly new and different case has highly polished grooved ends that sparkle delightfully. 10K yellow gold filled case with matching basket weave band. Silvered dial, black hands and numerals, gilt hour dots. Domed crystal. 4 N 0855TE—17 jewels. *State wrist size* . . . \$69.50
- G** "Ingrid" with brilliantly beveled 10K yellow gold filled case looks so luxurious. Sparkling domed crystal. Silvered dial with raised gilt numerals, gilt hands and hour dots. Black cord band. 4 N 0856TE—17 jewels. *State wrist size* . . . \$62.50

Give his favorite gift . . . a fine Waltham

- H** "Glenwood" . . . for the man who knows real value. Streamlined 10K yellow rolled gold plate case, long-wearing stainless steel back. Rugged beauty to please the most particular masculine taste. Silvered dial with gilt hands and easy-to-read raised gilt numerals. Handsome, harmonizing genuine leather strap. 4 N 0800TRE—17 jewels. \$33.75
- I** "Curtis" has a smart, unusual cushion shaped case . . . a real man's watch. Large 10K yellow gold filled case is highly polished for a look of luxury, smoothly rounded for a modern, streamlined look. Full expansion band has gold filled top, stainless steel back. Silvered dial with gilt numerals and hands. 4 N 0802TE—17 jewels. . \$52.50
- J** "Gilbert" . . . the perfect gift for a man with a taste for originality. Modern-looking case has stepped edges and beveled end pieces. Definitely distinctive! Richly polished 10K yellow rolled gold plate case with stainless steel back. Silvered dial with gilt hands and raised numerals. Luxurious leather strap. 4 N 0801TE—17 jewels. . \$39.75
- K** "Drexel" . . . sleek and handsome as a thoroughbred! Good-looking 10K yellow gold filled case has deeply grooved ends. A watch the discriminating man will wear proudly, treasure for a lifetime. Silvered dial with gilt hands and easy-to-read raised numerals. Harmonizing, long-wearing tan leather strap. 4 N 0803TE—17 jewels. . \$57.50
- L** "Brent," strikingly simple to please any man. Proud and handsome . . . a watch designed for dignity. Luxurious 10K yellow gold filled rectangular case. Matching, distinctive basket weave band for an extra touch of smartness. Silvered dial with gilt hands and raised numerals. Domed crystal. Waltham beauty is at its finest in this quality watch. 4 N 0804TE—17 jewels. . \$69.50
- M** "Bennett." Renowned 21-jewel Waltham movement in a handsomely tailored case. 10K yellow gold filled rectangular case with modern, beveled corners. Silvered dial with gilt hands and numerals. Thick, raised crystal. Rich, padded leather strap. The perfect gift for the man with a distinguished, dignified air. A watch to treasure. 4 N 0805TE—21 jewels. . \$71.50

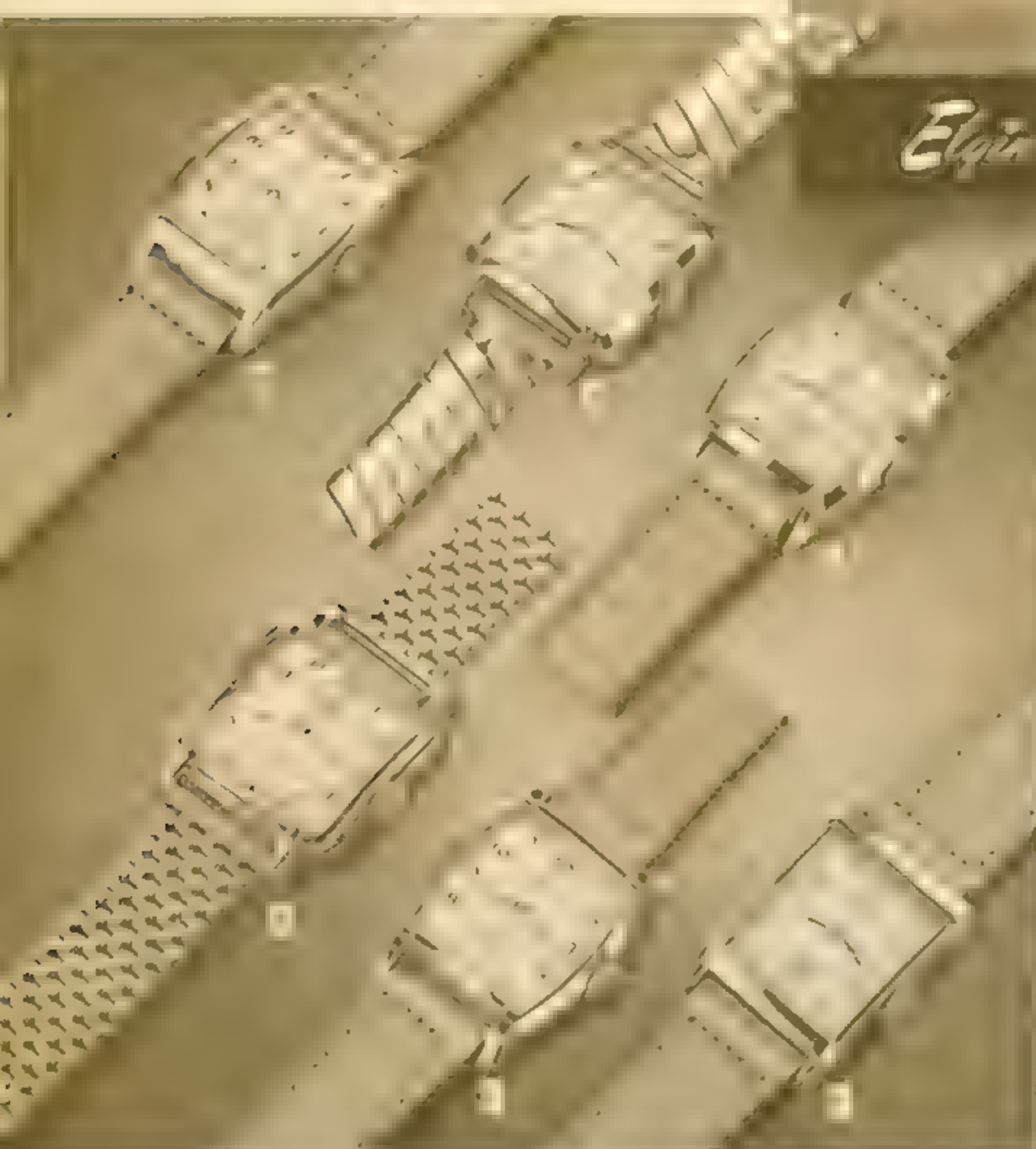


Say "Merry Christmas" with an
ELGIN

\$3750 to \$7150

Make Elgin Watches a cherished
gift tradition in your family

Chosen by four generations of distinguished Americans for superb individuality and expert craftsmanship. Now Elgin brings you the most important watchmaking development in over 200 years—the DuraPower Main Spring. Will not rust, holds its original springiness indefinitely, is non-magnetic and cannot be broken by overwinding. Star-timed Elgins give you beauty, too. There are exquisite, original creations that will thrill any feminine heart; there are handsome models for men. No extra charge for Easy Terms due to standard practice. Beautifully boxed. Postpaid (Shipping weight each 9 oz.) Shown 3/4 actual size. All prices include 10% Federal Tax. Watch bands 1/20 12K gold filled or better quality.



Give him the watch he'd choose for himself . . . an Elgin

- A** Elgin in a modern, streamlined style . . . designed for the strictly masculine taste. Smart 10K yellow gold filled case has stainless steel back. Ridged ends add a different touch. Silvered dial; gilt numerals, hands. Leather strap. 4 N 0700TE—15 jewels \$37.50
- D** Elgin Deluxe . . . masterful watch design. 10K yellow gold filled square case with smooth curved effect. Ultra modern large size that's always smart. Flexible, finely woven gold filled mesh band. Silvered dial with raised gilt numerals and hour markers, gilt hands. 4 N 0703TE—17 jewels . \$60.00

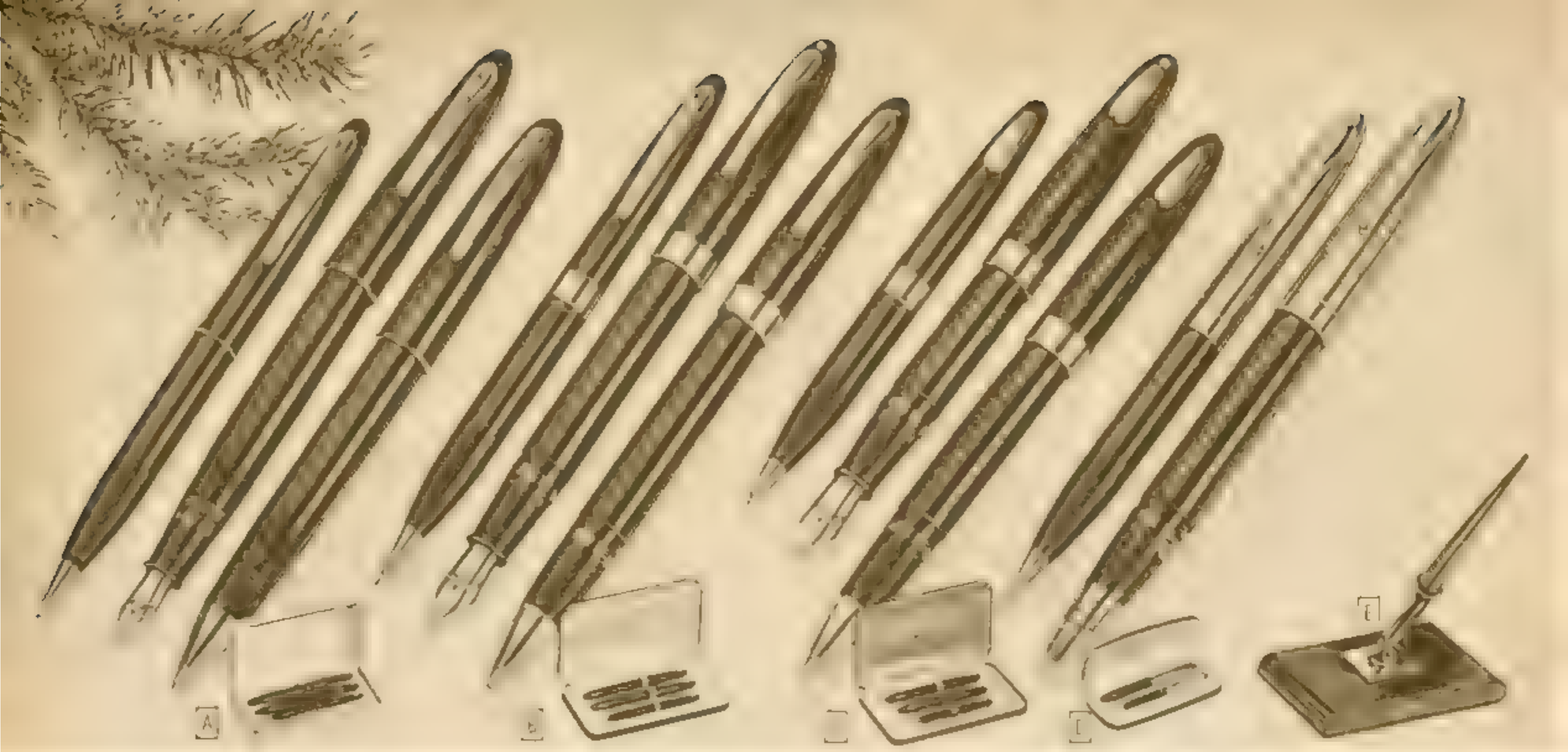
- B** Elgin with heavy-looking expansion band that gives an air of distinction to the modern square case. 10K yellow rolled gold plate case, gold filled band; stainless steel back. Gilt hands and raised numerals, dots on silvered dial. 4 N 0701TE—15 jewels \$42.50
- E** Lord Elgin . . . designed to appeal to men who know and appreciate the finest in watch quality and style. Dignified 14K yellow gold filled case with gleaming, beveled end pieces. Silvered dial; gilt hands and raised numerals, hour dots. Handsome leather strap. 4 N 0704TE—21 jewels \$67.50

- C** Elgin Deluxe . . . Gleaming beveled style with clean, vigorous lines. 10K yellow gold filled case is highly polished. Silvered dial with gilt hands, raised numerals and hour markers. Domed crystal. Leather strap. 4 N 0702TE—17 jewels \$47.50
- F** Lord Elgin. One of these remarkable watches belongs on your Christmas list. Distinguished, smart . . . they achieve dramatic style by the knowing use of design. 14K yellow gold filled case. Silvered dial, gilt numerals, hands. Leather strap. Domed crystal. 4 N 0705TE—21 jewels . \$71.50

Be a Proud and Popular Santa . . . give her an Elgin

- G** Elgin in richly polished, 10K yellow gold filled case. Stainless metal back. Sparkling, swirling end pieces give this watch an extra touch of superb styling. Silvered dial with gilt hands and numerals. Black cord band; state wrist size. 4 N 0750TE—15 jewels . \$39.75
- J** Elgin. At last something excitingly new! Smart square dial between charming curved end pieces . . . trim "telescope" link expansion band to match 10K yellow gold filled case. Case has stainless metal back. Silvered dial with black numerals, gilt hands. 4 N 0752TE—15 jewels \$47.50
- L** Elgin Deluxe with petal-ends burnished to a brilliant luster, sparkling high-curved crystal. Matching link band reflects the same petal design. 10K yellow gold filled case and matching bracelet. Raised gilt markers, numerals and hands. State wrist size. 4 N 0755TE—17 jewels \$55.00
- M** Lady Elgin . . . one of the newest and most charming of all watch styles! Modern stepped sides, gloriously sparkling end pieces. 14K yellow gold filled case with high domed crystal. Silvered dial, gilt numerals and hands. Black cord band; state wrist size. 4 N 0757TE—19 jewels . \$67.50

- H** Elgin with brilliantly beveled link bracelet in a stunning new style. Richly polished 10K yellow gold filled case has stainless metal back. Gold filled band, state wrist size. Distinctive case. Silvered dial, gilt numerals and hands. 4 N 0751TE—15 jewels . \$42.50
- K** Elgin Deluxe for sentimental, and practical, Santas delightfully sophisticated case combined with the famous Elgin dependability. 10K gold filled 17 jewels. Domed crystal. Black cord band; state wrist size. 4 N 0753TE—Yellow gold \$50.00
4 N 0754TE—White gold \$50.00
- N** Elgin Deluxe for a gift that is gay and deeply thrilling. 10K yellow gold filled case with gleaming, curved ends. Matching "telescope" link expansion band is the regal "Breton Queen." Silvered dial has raised gilt numerals, hands. 4 N 0756TE—17 jewels \$57.50
- P** Lady Elgin . . . the aristocrat of fine watches. Tiny square case with gleaming black overlay on ends is precious 14K gold. High domed crystal. Silvered dial; gilt hands, numerals. 19 jewels. Black cord band; state wrist size. 4 N 0758TE—Yellow gold \$71.50
4 N 0759TE—White gold \$71.50



Just in time for your Christmas giving . . . Sears proudly presents
the famous Sheaffer line of fine quality writing instruments

A "Admiral" made by W. A. Sheaffer Pen Co. Quality gift, economy priced! Fountain pen has big, easy-writing 14K gold point. Matching pencil. Strawwriter ball pen rolls your writing on dry. Spring clips won't tear pocket. Lever filler. Smooth plastic body, gold plate clip, band. Colors: black, burnt amber (brown), or Persian (bright) blue. State color and medium or fine point. Attractively boxed. Postpaid. (Shpg. wts.: pen 4 oz., pen and pencil 7 oz., "threesome" 9 oz.)

4 N 6881—Fountain Pen	\$5.00
4 N 6882—Pen, Pencil set	8.00
4 N 6883—Threesome	13.00

B "Statesman" in beautiful snap cover box. White Dot pen has huge 14K hand-ground gold point, assuring years of smooth writing. Matching Fine-line pencil. Strawwriter ball pen writes multiple carbons with ease. Radite plastic body and cap, gold plate band and spring clip. Vacuum filler. Colors: black, burnt amber (brown), or Persian (bright) blue. State color and medium or fine point. Postpaid. (Shpg. wts.: pen 4 oz., pen, pencil set 7 oz., "threesome" 9 oz.)

4 N 6875—Fountain pen	\$10.00
4 N 6876—Pen, pencil set	14.00
4 N 6877—Threesome	21.00

C "Tuckaway" in the popular short length to fit in purse or pocket. White Dot fountain pen with large 14K gold point. Matching Fine-line pencil. Strawwriter ball pen for writing on almost every surface. Gleaming plastic body, gold plate band and extra-short cap. Vacuum filler. Snap cover box. Colors: black, burnt amber (brown), or Persian (bright) blue. State color and medium or fine point. Postpaid. (Shpg. wts.: pen 4 oz., pen, pencil set 7 oz., "threesome" 9 oz.)

4 N 6878—Fountain Pen	\$10.00
4 N 6879—Pen, Pencil set	14.00
4 N 6880—Threesome	21.00

D "Sentinel Deluxe" . . . for the one who deserves something extra special! Sheaffer's lustrous White Dot pen has giant, handcrafted 14K gold "Triumph" point, tipped with iridium. Matching Fine-line pencil with sleeve tip to reduce lead breakage. Back plastic body with bright silver color cap, gold plate band and clip. Luxurious presentation box. Vacuum filler. State color and fine point. Postpaid. (Shpg. wts.: pen 4 oz., pen, pencil set 7 oz.)

4 N 6884—Pen	\$15.00
4 N 6885—Threesome	\$20.00

E "Triumph" Desk Set . . . combines beauty and utility with fine Sheaffer craftsmanship. Handsome 3x4 1/2 in. jet crystal base with gold lined socket holding black pen. Postpaid (Shpg. wt. 1 lb. 6 oz.).

4 N 6886TE—Pen	\$21.00
4 N 6887TE—Threesome	\$28.20

4 N 6898—State medium or fine point Pen only \$15.00

Pens \$20 or over some price each or Terms for 4N6877T). Buy on Easy Terms—see page 243

Give economy-priced Ball Pens for everyone's writing pleasure

F Rollit, a really dependable never-skip ball pen! Long lasting refills inserted in 3 seconds. Assorted colors with gold or silver color caps (no choice). Postpaid (Shpg. wt. 4 oz.)

4 N 6859M—Rollit Petite . . . not much longer than a cigarette when closed	98c
4 N 6858M—Rollit Retractable. Press cap and point pops out, ready to write	98c
4 N 6978M—Blue cartridge. Postpaid (Shpg. wt. 1 oz.)	35c

J Webster "Skyrocket" Ball Pen does everything a pencil can do is everything you expect in a pen. Will not blot, scratch or leak. Writes up to 200,000 words without refilling. Black or dark red plastic barrel, gold plated trim. State color

4 N 6924M—Pen. Shpg. wt. 4 oz.	\$1.92
4 N 6923M—Blue ink refill cartridge for J	49c

H B*B Executive Ball Pen . . . performance and style make B*B the world's largest selling pen! Needs no blotting—rolls on dry. Dark red, gray, green or black plastic barrel (no choice). Chrome plated cap, band. Not boxed.

4 N 6812—Postpaid (Shpg. wt. 4 oz.)	98c
4 N 6822—Same pen in white and gold color gift box. Postpaid. (Shpg. wt. 4 oz.)	\$1.08

K Color King, the exciting new writing instrument with three separate pens in one barrel—each ready for instant use! Each color cartridge has its own retractable ball point. Write red, green or blue with just a flick of a finger. Writes dry—perfect for multiple copies. Gleaming gold color metal barrel. Gift boxed.

4 N 6842—Shipping weight 5 oz.	\$1.95
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B*B Desk Set with B*B ball pen. Black plastic pen with gold color metal band. Gold color ball on chrome base 4x3 in. (Shpg. wt. 9 oz.)

4 N 6823—Postpaid	\$2.98
4 N 6824—Pen only. Postpaid (Shpg. wt. 4 oz.)	98c

Onyx Desk Set with the famous Eversharp ball pen. Replaceable ink cartridge. Black plastic pen with gold color band. Black holder in white onyx base 3 1/2 x 3 in. Shipping weight 1 pound.

4 N 6817	\$6.95
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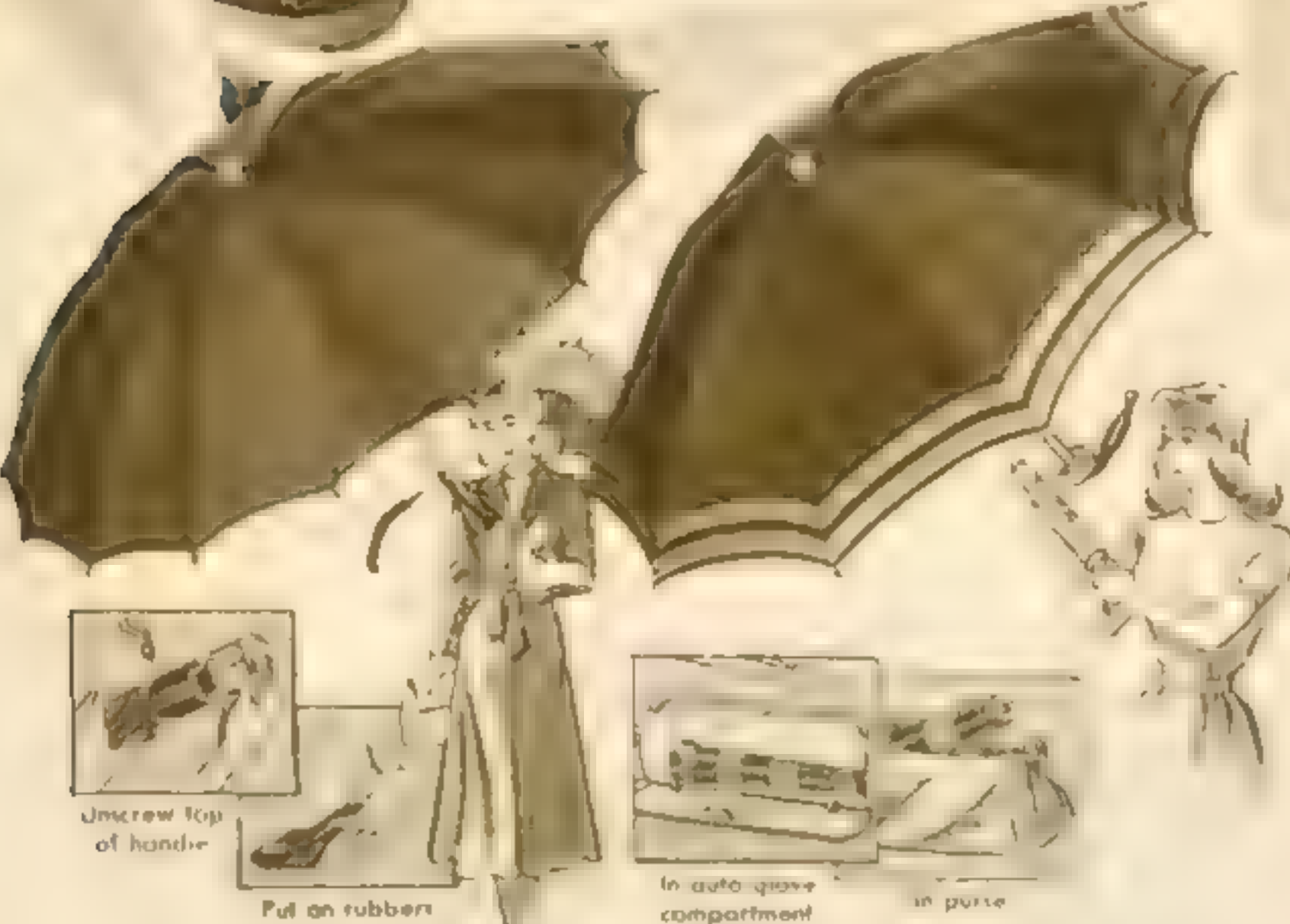
Onyx Calendar Desk Set with Eversharp ball pen. Replaceable cartridge. Black plastic pen, gold color band. Black holder on white onyx base 6x4 in. Polished brass calendar. Shipping weight 1 pound 6 ounces.

4 N 6818	\$9.95
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Prices include 20% Federal Tax where E is added to catalog numbers (as 4N6886TE).

Hair Goods, Aprons, Pens and Desk Sets

And we will hear
So Pretty Oh How Grand

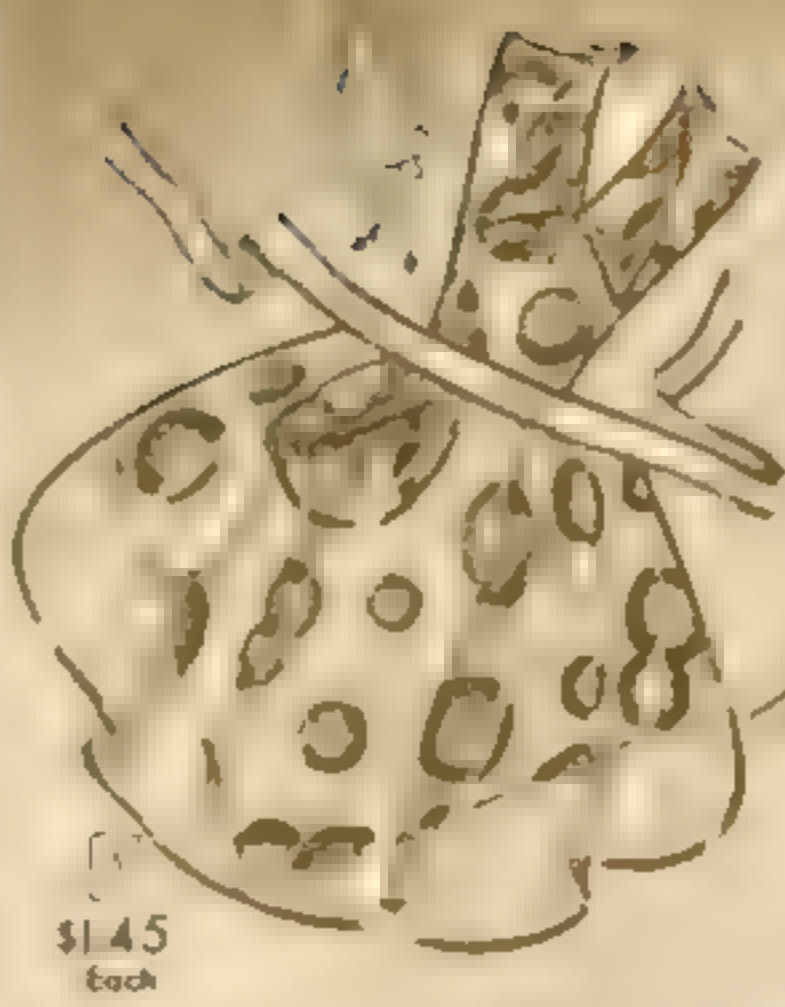


Unscrew top of handle

Put on rubbers

In auto-glove compartment

in purse



\$1.45 Each



\$1.00 Each

New style Waterproof Plastic Aprons

- A** Smart "New Look" Apron. Gibson girl collar, longer length flared skirt, novelty pocket. Cleans with damp cloth. Sunburst print on transparent ground. Matching banding. 24 in. waist to hem. Fits all sizes. *State print color red, green, white, blue.*
25 N 3762—Shpg. wt. 8 oz. \$1.45
- B** For Mother and "Young Miss." Santa's special gift suggestion. Bib-type; 3-panel skirt with frilly, 2-in. ruffle all around. 2 pockets. Cleans with damp cloth. Clear plastic film printed in colorful lacy pattern. *State color white with red, blue or green.*
25 N 3767M—Child's size. Boxed 13 in. waist to hem. Shpg. wt. 2 oz. . . . Each 79c
- C** 25 N 3766M—Adult size. Boxed 20 in. waist to hem. Shpg. wt. 3 oz. . . . Each \$1.00

Richard Hudnut Home Permanent

Complete \$3.05 Postpaid

- New! Improved! *Seems ways better.*
- Takes only one hour to give
 - 1/4 more creme waving lotion
 - Stronger, longer end papers
 - 4 times as much neutralizer
 - Improved technique for softer wave
 - New reconditioning creme rinse
 - Two length rods for ringlets, waves
- Kit contains one 4-oz. bottle Creme Waving Lotion, one 2-oz. bottle Creme Rinse, 60 plastic curling rods (fifty 2 3/4-in., ten 3 1/4-in.), end papers; over 1-oz. neutralizer illustrated instructions. Postpaid
- 25 N 9595E—Home Permanent Kit with plastic rods Shpg. wt. 1 lb. 8 oz. (30c Fed. Tax included) \$3.05
- 25 N 9596E—ReAR (No rods) (Shpg. wt. 12 oz.). 30c Fed. Tax included . . . \$1.80



"Rubberella"

- Give her this clever . . . rainy day protection. \$6.75
- Toe rubbers are there when you need them. Each

Every woman would like to have this unique weather protection. Thousands of carriers are delighted. We offer a special low price. Patented plastic handle holds one pair of toe rubbers (fits any size shoe). Just turn top of handle for rubbers when it rains. 16-rib steel frame umbrella with fine quality Celanese acetate rayon cover. Matching tips, ferrule. *Please state color black, navy or wine.*
25 N 3445—Shpg. wt. 1 lb. 6 oz. \$6.75

Folding Umbrella

- Smart gift idea for year-around use. \$9.95
- Opens to full spread.
- Closes to 11 3/4 inches.

Give her smart, convenient rain protection. Easy to carry in a purse. Handy for travel, for everyday use. Specially constructed 10-rib steel frame. Select quality acetate rayon covers. Assorted handles with matching tips, ferrule. Self material case. *Please state choice of assorted plaids or predominating ground color black, wine or navy.*
25 N 3630—Shpg. wt. 1 lb. 6 oz. . \$9.95



\$16.95

Electric Dryer Reduced

D New low price on the Ann Barton, modern Dryer. Dries hair quickly for every member of the family. Requires less than 1/4 current of electric iron. Hot or cold air switch can be controlled from chair. 7-foot rubber-covered cord. 3-legged stand adjusts to 5-foot height. Can be plugged in outlet of 110-120-volt, 60-cycle, AC current. 400 watts. Approved by Underwriters' Laboratory, Inc. 1-year guarantee against defective materials and workmanship. Shpg. wt. 15 lbs. Mailable
25 N 09597—Dryer and Stand \$16.95

Special Help

E Shampoo Board exclusively for home use. Durable 18-gauge sheet aluminum. Will not rust, discolor. Neck rubber for comfort. Fit over edge of wash basin . . . rubber covered bar holds board firmly, will not mar basin. 2-inch edge helps prevent splashing. 12x17 in. Shpg. wt. 2 lbs.
25 N 9594 . . . \$2.98



\$2.98

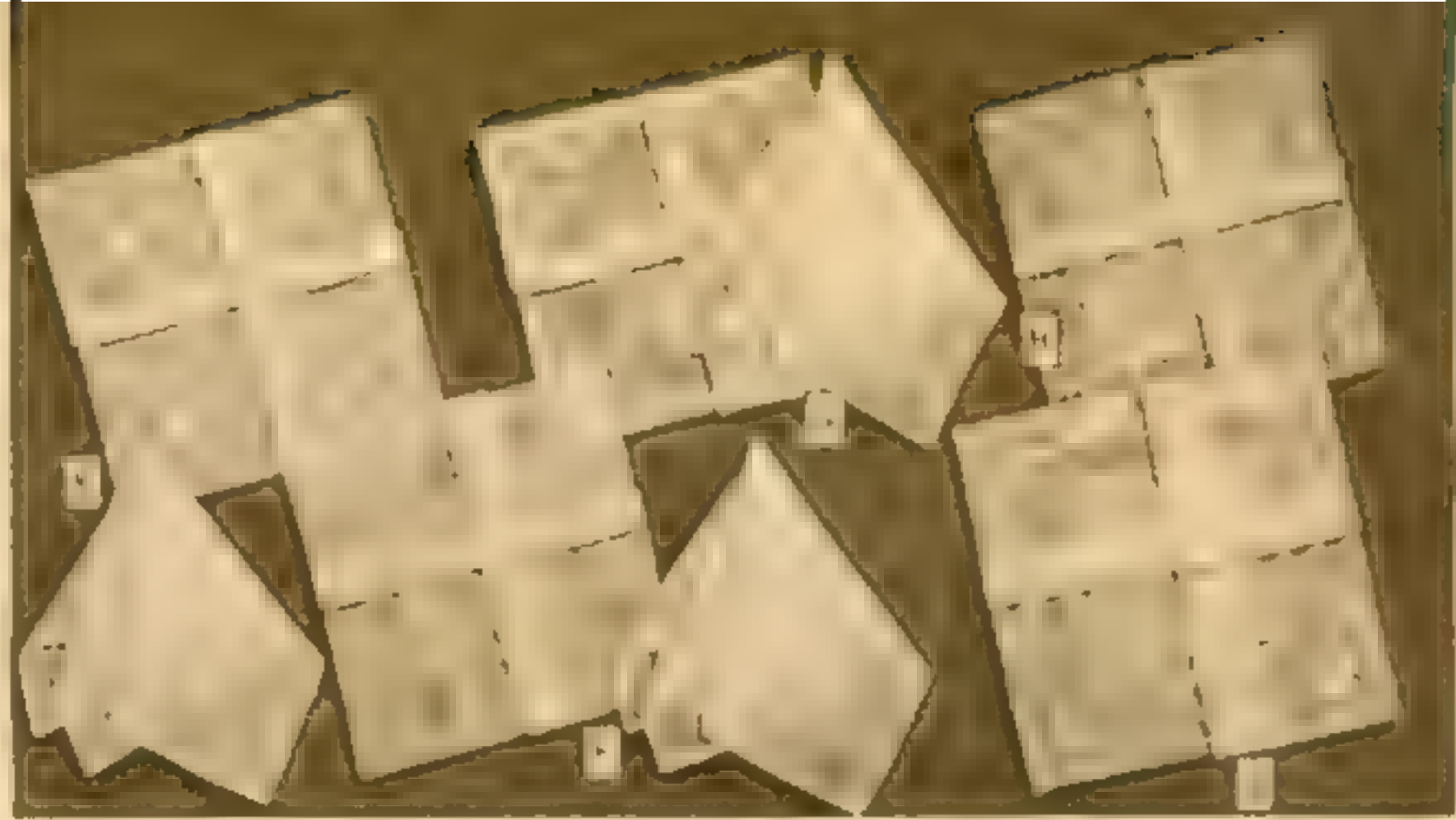
Oil Machineless Permanent Wave Set

F Sears Approved; for real, professional-looking permanents in your own home. Each curl created in a "bath of oil"; curling unit "stretches" hair when curl is wound. Leaves hair soft, silky, manageable. Can be given in about 2 hours.
24-curler Set. Contains 2-oz. bottle waving solution, 28 chemical heat pads, 28 oil sachets, 30 end tissues, 24 ratchet-type spacers and rods, 24 aluminum clamps, 24 rubber-felt pads, instructions, for one permanent. In carrying case. Same equipment gives hundreds of waves. Order refill unit for each additional wave. Satisfaction guaranteed.
25 N 9466E—24-curler Set. Shipping weight 7 pounds. (3c Federal Tax included) Complete Set \$14.50
25 N 9478E—ReAR Unit. For one permanent. Contains solution, pads, oil sachets, and tissues as explained in 24-curler set above. Shpg. wt. 1 lb. (3c Federal Excise Tax included) \$1.09



Wave Unit

G Individual "Aristo" Machineless Wave Unit . . . 25 heat pads (water-activated; with flannel and foil wrappers for uniform heat), one 2-oz. bottle Lan-O-Mulsion (regular strength) for normal, med. or fine hair. For one permanent. Shipping weight 1 lb. 3 oz. (2c Federal Tax included.)
25 N 9544E 81c



Chinese hand needlework on Irish Linen. White wisps of feminine daintiness so dear to a woman's heart. 4-corner designs in embroidery, applique, spoke stitching; all done by hand. Hand rolled hems. Assorted similar to illustration. Shpg. wt. 1 oz.

Lace edged linen. Romantic fluffs of loveliness to grace her every gesture. Snowy white party handkerchiefs with linen centers and filmy cotton lace borders neatly mitered at corners. Assorted patterns similar to illustration.

- E** Good linen; neat design
25 N 2374—10 1/4 to 11 in. sq. 2 for 95c
- F** Better linen; more needlework
25 N 2384—11 1/4 to 12 in. sq. Each 98c
- G** Our best linen; intricate design
25 N 2390—11 1/4 to 12 in. sq. Each \$1.45

- H** Sheer linen... 1 3/4 in. lace edge. Shipping weight of two 2 oz.
25 N 2352—Abt. 12 in. sq... 2 for 95c
- J** Our finest linen... 2 3/4 in. lace edge. Shpg. wt. each 1 oz.
25 N 2360—About 13 in. sq. Each 98c

Kiddies' Hankies bright as holly

A Elsie the Cow and her Baby ready for mailing. Precious Beauregard eating his cereal, getting his bath, learning his ABC's—all cleverly told on handkerchiefs. A gift with imagination, color and educational value for your child. Four washfast cotton print handkerchiefs in a colorfully illustrated folder enclosed in an illustrated mailing envelope; just address and mail. Each hankie in the folder tells a different chapter in the life of Elsie's baby. Folders are assorted; neatly hemmed handkerchiefs about 8 inches square in assorted color combinations. Shpg. wt. 2 sets 5 oz.
25 N 2408—Each set has 4 Hankies, Folder and Envelope. 2 sets 98c

B Toyland Prints for Tots. Bright, inexpensive cotton hankies in assorted colors and patterns give you variety and low cost for church, school or club parties or for your own youngsters. Tuck 'em into a holiday folder (sold on opposite page). Neatly hemmed, about 9 inches square. Shpg. wt. of six 2 oz.
25 N 2323 6 for 58c

C Hankie Dolls. Gay, pert and lovable. Bright as tree ornaments, so useful long afterwards. Clever as favors, prizes for holiday parties. Doll about 11 inches high has painted face, three colorful handkerchiefs in assorted cotton prints. Shipping weight 5 ounces.

- C** Old fashioned Girl
25 N 2393 Each 75c
- D** Block face Mommy
25 N 2394 Each 75c

Print Handkerchiefs have a festive air

Irish Linen Prints. Soft, smooth textured, color drenched. Tuck 1 or 2 in a greeting card folder. (Sold on opposite page.)

- R** Hand screened prints on Irish linen... our best. Hand rolled hems. For "special" gifts. Striking floral, white ground. Ass'd. About 14 in. square
25N2334—Shpg. wt. 1 oz. Each 95c
- L** Garden Bouquet. Colorful floral print on fine Irish linen. Hand rolled hem. Assorted. About 13 in. square
25N2333—Shpg. wt. 1 oz. Each 67c
- M** Flower Prints on good quality Irish linen say a cheery "Merry Christmas" for you. Hand rolled hems. Assorted. About 12 1/4 in. square.
25N2331—Shpg. wt. 1 oz. 2 for 98c
- N** Pin-money Irish linen. Perle edges. Ass'd. florals. About 11 1/4 in. square.
25N2330—Shpg. wt. 2 oz. 3 for \$1.00

Rayon or Cotton Prints in splashy or dainty florals. Patterns for every taste; prices for every purse

- P** Gaily colorful and feminine. Soft spun rayon; ass'd. prints. Hand rolled hems. About 12 1/4 in. square
25N2335—Shpg. wt. 1 oz. 2 for 95c
- R** Flower-fresh, cloud-soft spun rayon. Ass'd. blossom prints. Hand rolled. About 12 1/4 in. square.
25N2378—Shpg. wt. 2 oz. 3 for \$1.00
- S** Dolly Madison prints. Old fashioned flowers in all-over design on white cotton. Ass'd. leno weave borders. Perle edges. About 11 in. square.
25N2362—Shpg. wt. 2 oz. 3 for 50c
- T** Sheer and lovely. Multicolor floral on white cotton. Hemmed. Abt. 12 in. square.
25N2321—Shpg. wt. 2 oz. 3 for 50c
- V** Penny-wise cottons. Variety and economy in popular assorted multicolor florals. About 11 1/4 in. square.
25N2369—Shpg. wt. 2 oz. 6 for 59c

Handkerchiefs for Women, Children

*Oh, glad hearts sing,
And joy bells ring
In the bright December weather!*



Gift-boxed Handkerchiefs for the woman who likes lovely things

A Chinese Hand Needlework. Sixties-style she'll thrill to the exquisite beauty of the delicate cutwork, lace or or drawnwork. Hand rolled hems. White cotton; assorted patterns. About 12 inches sq. Shipping wt. box 8 oz. 25 N 2409—3 in box ... **\$1.98**

B Multicolor embroidery 25 N 2349—3 in box **\$1.37**

C White embroidery 25 N 2353—3 in box **1.37**

D Scalloped Irish Linen. Demurely feminine, sparkling white squares of fine linen with really wonderful edges and graceful floral corner designs in white embroidery. Assorted patterns. About 11 inches sq. Shpg. wt. box 5 oz. 25 N 2407—3 in box ... **\$1.59**

E Gray end white embroidery 25 N 2348—3 in box **98c**

G Hemstitched Irish Linen sets off the enchanting poses embroidered in the corner. Assorted floral designs on white. Hemstitched edges. About 11 inches square. Shpg. wt. box 5 oz. 25 N 2389—3 in box **98c**

H White embroidery 25 N 2400—3 in box **98c**

J Multicolor embroidery 25 N 2403—3 in box **98c**

Openwork Borders and the glamour of embroidery make a sure-to-please combination. Leno weave borders look like fine drawnwork; floral embroidery in a choice of white or delicate colors on neatly hemstitched white cotton. Assorted. Abt 11 in sq. Shpg. wt. box 5 oz.

K White embroidery 25 N 2345—3 in box **77c**

L Multicolor embroidery 25 N 2404—3 in box **77c**

M White Irish Linen Classic Simple style with dainty narrow hemstitched edge. Subtle floral embroidery in delicate colors. Also available in cotton. About 11 in sq. Shpg. wt. box 5 oz. 25 N 2391—3 in box ... **77c**

N Color-splashed Prints fairly bring your joyous greetings. Soft cotton, perle edges. Assorted florals. About 12 in. sq. Shpg. wt. box 5 oz. 25 N 2338—3 in box ... **77c**

Budget-minded Cottons ... our lowest price boxed hankies. White; hemstitched; assorted. About 11 in. sq. Shpg. wt. 2 boxes 8 ounces.

P Colored embroidery 25 N 2342—3 in box, 2 hrs. **98c**

R White embroidery 25 N 2341—3 in box, 2 hrs. **98c**

S Dolly Madison Prints. Dainty all-over design. Leno (open) weave corners. White cotton colored perle edges. About 11 in sq. Shpg. wt. box 6 oz. 25 N 2343—3 in box ... **77c**



"Makings" for Christmas packages and Hankies to put in 'em

T Gift Packets. Ribbon tied paper folder in assorted holiday designs. Tuck in a hanky of your own choosing, sign the separate gift card, address the envelope and mail. No wrapping, no tying, you get everything but the hanky. About 4 1/2 x 7 1/2 in. complete. 25 N 2410 Shpg. wt. 5 oz. **6 packets ... 59c**

V Ribbon Kit. 12 hanks (about 60 yds.) assorted rayon, cellophane, tinsel ties. 1/2 to 3/4 in. wide. Ass't. Christmas colors. 25 N 1260—Shpg. wt. 4 oz. ... Kit **98c**

W Hemstitched Irish Linen in white or pastels. Narrow hemstitched edge is smart and simple. For a decorative touch add a crocheted or tatted edging. About 11 in. sq. Shpg. wt. 2 oz.

Y White, always "right." 25 N 2310 ... **3 for 72c**

Z Pastels; ass'd colors. 25 N 2319 ... **3 for 74c**

Embroidered Cotton in two qualities. Multicolor embroidery in floral designs on white. About 11 in sq.

Y Four-corner embroidery; perle edge Shpg. wt. 1 oz. 25 N 2368 ... **2 for 98c**

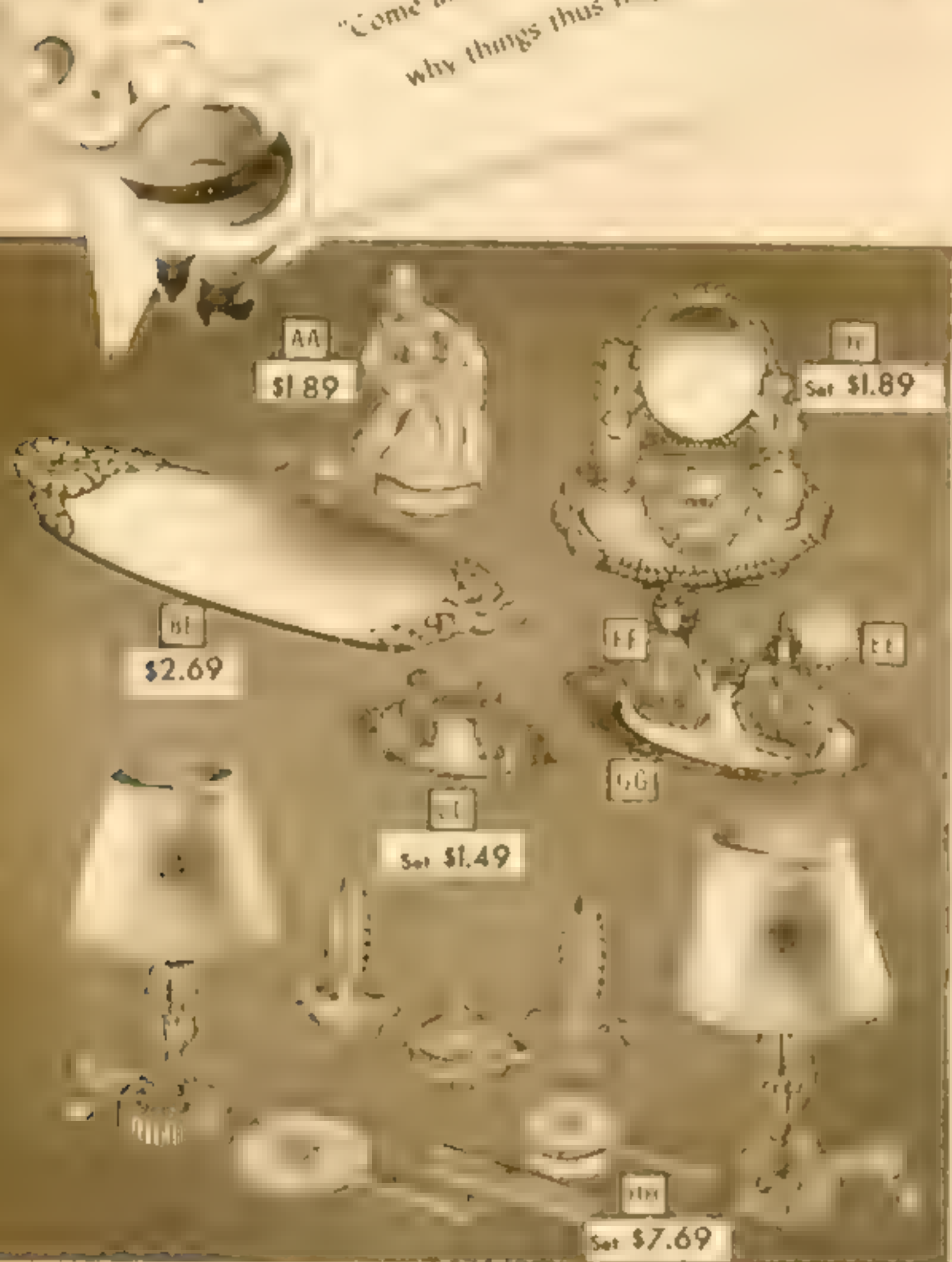
Z One-corner embroidery; neat hem. Shpg. wt. 2 oz. 25 N 2326 ... **3 for 50c**

AA Handkerchief Wardrobe. Wherever she goes, whatever she wears, she'll have a hanky to go with her outfit. Six cotton handkerchiefs ... 2 floral prints, one with embroidered corner, 3 plain whites. Neat edges. About 11 to 12 inches square. Shipping weight 2 boxes.

25 N 2344—Banded ... **6 for 89c**

Cosmetic Sets, Atomizers and Soaps

"Come and see the cause
why things thus fragrant be"



Glamour for her dressing table

AA Lady Mist Electric Perfumer Lamp. China lamp that perfumes while it lights. Colonial lady figurine has perfume pocket in back. A few drops of her favorite scent will perfume the room. For 110-120 volt AC-DC. 8 N 9962—7½ in. Wt. 1 lb. 3 oz. \$1.89

BB Mirror Tray with floral design handles. To keep all her feminine scents and secrets in neat array. 8 N 7004—Wt. 4 lbs. 18½x8½ in. \$2.69

CC Miniature gold plated Filigree Jar and Tray Set. Two 2-inch perfume bottles and one 6x4-inch tray encrusted with 24-Kt. yellow-gold plated openwork design. 8 N 9793—Shpg. wt. 12 oz. \$1.49



DD Miniature Habnail Set. 8½-inch mirror tray, 3½-inch powder jar—mirror top, two 4½-in. perfume bottles, 4½-in. magnifying mirror. 8 N 9799—Shpg. wt. 3 lbs. 6 oz. Set \$1.89

Gold-plated Filigree pieces. Antique gold-plated finish gives a luxury look to these fine pieces. Why not order one of each for a beautiful set?

EE Atomizer 3½ in. high. Mesh bulb. 8 N 9785—Shpg. wt. 10 oz. \$2.79

FF Perfume Bottle. Rosebud top. 8 N 9783—Shpg. wt. 10 oz. \$1.98

GG Mirror Glass Tray. 10½x5½ in. 8 N 9787—Shpg. wt. 1 lb. \$2.39

HH Boudoir Ensemble. two (15-in.) glass lamps with off-white shades. 110-120 volt AC or DC. 3-pc. plastic comb, brush and mirror set, two (7½ inch) perfumed bottles, powder jar. 8 N 09780—Shpg. wt. 9 lbs. 8-pc \$7.69

JJ Sachet Parisians. 6x4½-in. packets in different colors and fragrances with French designs. 8 N 9668E—Postpaid.....Set of 6 \$1.14

KK Parfait Sachet Clown with powder puff hands, feet. 14 in. high, dressed in bright green suit, yellow cap and red collar. Blue button nose. 8 N 9664—Postpaid.....\$1.95

Popular priced Soaps and Cosmetic Sets

ITEMS DESCRIBED BELOW ARE ILLUSTRATED ON OPPOSITE PAGE

A Lathers 8-pc. Pink Petals Set. Sweetly scented toiletries in beautiful gift box. Includes 5-oz. Talcum Powder, 5-oz. Bath Crystals, 3-oz. bottle Bubble Bath, 3-oz. bottle Toilet Water, 1-oz. perfume, 1-oz. sachet and 2 pkgs. Water Softeners 8 N 9691E—Shpg. wt. 4 lbs. \$1.58

B Lathers 6-pc. Gift Set. 3 oz. Bubble Bath, 3 oz. Toilet Water, 1 oz. Perfume, 1 oz. Sachet and 2 soap clusters. Includes 21c tax 8 N 9690E—Shpg. wt. 2 lbs. 4 oz. \$1.19

C Ponds 4-pc. Beauty Chest. Gift sizes of Ponds preparations... 1½ oz. cold cream, 2 oz. vanishing cream, medium shade .35 oz. Dream-flower face powder, lipstick. 8 N 9650E—Postpaid..... Set \$1.18

D Lathers 2-pc. Blue Rose Set. 6-oz. box of fragrant dusting powder, including large fluffy puff; and 3-ounce bottle of cologne. 8 N 9661E—Shpg. wt. 1 lb. 4 oz. Set 89c

E 3-pc. Tongee Trio. Gorgeous pink and silver colored gift box with white rayon lining, holds large sizes of powder, rouge and lipstick. Flattering medium shades. Rouge and Lipstick in gold colored metal containers with pink decoration. 8 N 9678E—Postpaid..... Set \$1.20

F Compara's Italian Balm Dispenser Set. Back again in time for Christmas giving. Her favorite lotion in a wonderful dispenser-bottle. 6-oz. bottle, practical plastic dispenser. 8 N 3634E—Postpaid..... \$1.20

G Perfumed Soap Clusters. 12 fragrant cakes of creamy, rich-lathering Apple Blossom and Pine soap. 8 N 4978—Shpg. wt. 2 lbs. 98c

H Dahlia Garden Soap Clusters. Box of 8 delightfully scented cakes—4 Apple Blossom and 4 Gardenia. 8 N 9734—Shpg. wt. 1 lb. 79c

J Yardley's Lavender Toilet Soap. Scent of fresh cut lavender flowers. 8 N 4464—Postpaid..... 3 cakes \$1.20

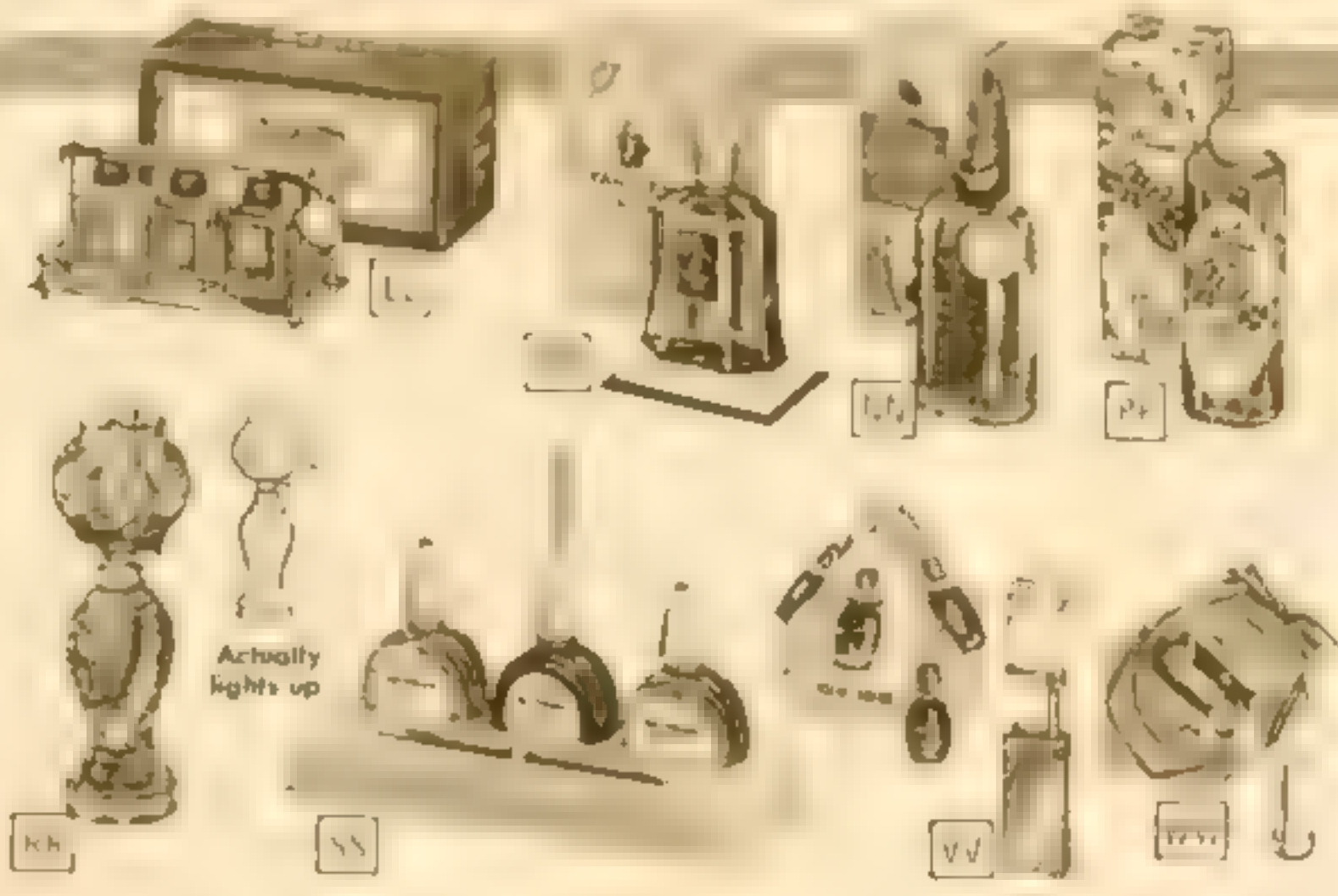
K Wisley Bubble Bath. 20 envelopes... 5 each of Lily of the Valley, Apple Blossom, Forest Pine and Carnation scented bubble bath. Gift boxed. 8 N 9651E—Postpaid..... 10 oz. \$1.20

L Wisley's Toilet Superbe Soap. This floral scented soap is known for its fine quality and superb performing. 8 N 4989—Postpaid..... 8 cakes \$1.19

Wisley's Bath Superbe Soap. 4 huge 8-oz. cakes of fine soap above. 8 N 4985—Postpaid..... 4 cakes \$1.19

M Ann Barton's Hearts and Flowers. The loveliest rosebuds you ever saw, and adorable plump hearts, made of finely milled, fragrantly scented soap. 4 red hearts, 4 red rosebuds (¼ lb. each) nestled in bright green cups, set in gold colored background. A striking, romantic gift. 8 N 9647—Shpg. wt. 1 lb. 10 oz. 95c

N Ann Barton Bath Oils. Each capsule contains enough perfumed oil for a luxurious bath. In gift box. 8 N 3010E—Shpg. wt. 12 oz. (36) \$1.43



Sachets, Perfumes, Colognes and Atomizers

LL Tantalex Perfume Bar. Gold colored metal tray has a lock that can be opened to remove three 3-dram bottles of perfume. Floral scents 8 N 9850E—Postpaid.....\$1.50

MM Yardley's Old English Lavender Toilet Water. Fresh scent. 8 N 4493E—Postpaid 2½ ounces \$2.10 8 N 4452E—Postpaid 5 ounces 3.42

NN Shulton's Old Spice Toilet Water. Scent of crushed roses and spice. 8 N 5551E—Postpaid..... 4 ounces \$1.20 8 N 5567E—Postpaid..... 8 ounces 2.10

PP Floral Cologne. Lily of the Valley. Garden Pinks, Apple Blossom, Floral Bouquet. Shipping weight 15 ounces. 8 N 5731E—Scent..... 4-oz. size 83c

RR Dream-lite. Perfumed Oil Lamp actually lights up and perfumes the room. Red swirled glass shade and stand. Gold colored base. 8 N 9663—8 in. high Shpg. wt. 1 lb. 12 oz. 98c

SS Cutax "Nail Brilliance" Manicure Set. "New look" bottles on plastic base. Set consists of 1 (¾-oz.) bottle medium shade nail enamel, polish remover and cuticle remover. Plus 2 emery boards, 1 orangewood stick and cotton. 19c Fed. tax. included 8 N 9672E—Postpaid..... 7-pc. set \$1.19

TT Leigh Perfume Miniatures. Four tiny ¾-dram bottles of perfume: Rusque, Poetic Dream, Dulcinea, and Heart Beat. Set in tree-like stand. Makes an adorable Christmas gift. 8 N 5564E Postpaid Set \$1.20

VV Milady's perfume purse spray. Chromed atomizer in flannel bag. Looks just like a cigarette lighter... sprays perfume on. 8 N 9782 Shpg. wt. 2 oz 2x¾ in. \$2.39

WW De Vilbus Perfumizer. A stunning, welcome gift for any woman. Gold plate purse atomizer, 2 in. long. Looks just like a lipstick case... sprays perfume on. Lasts a long time. 8 N 9765—Postpaid..... Each \$5.00



A \$1.58



D 98c

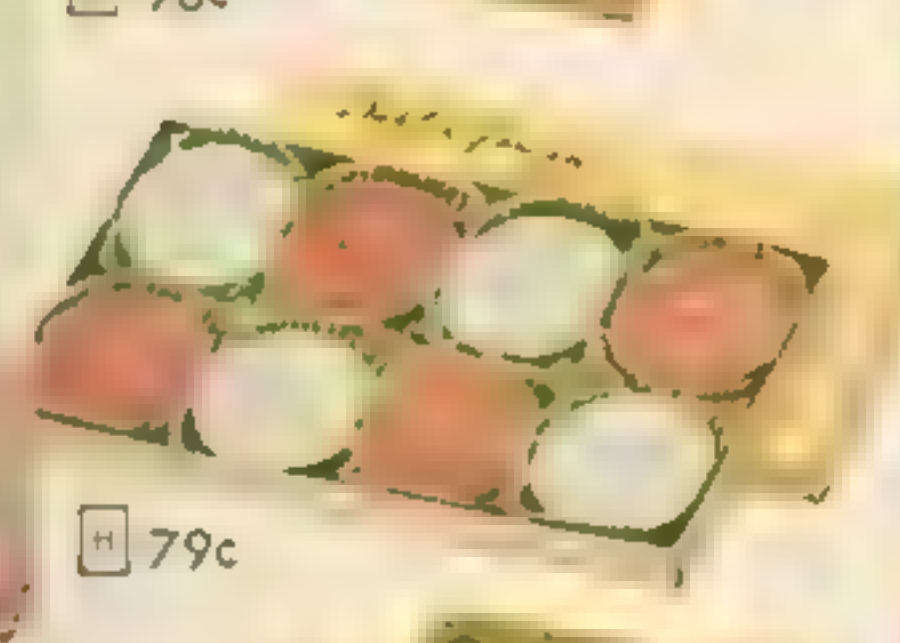


L \$1.19



B \$1.19

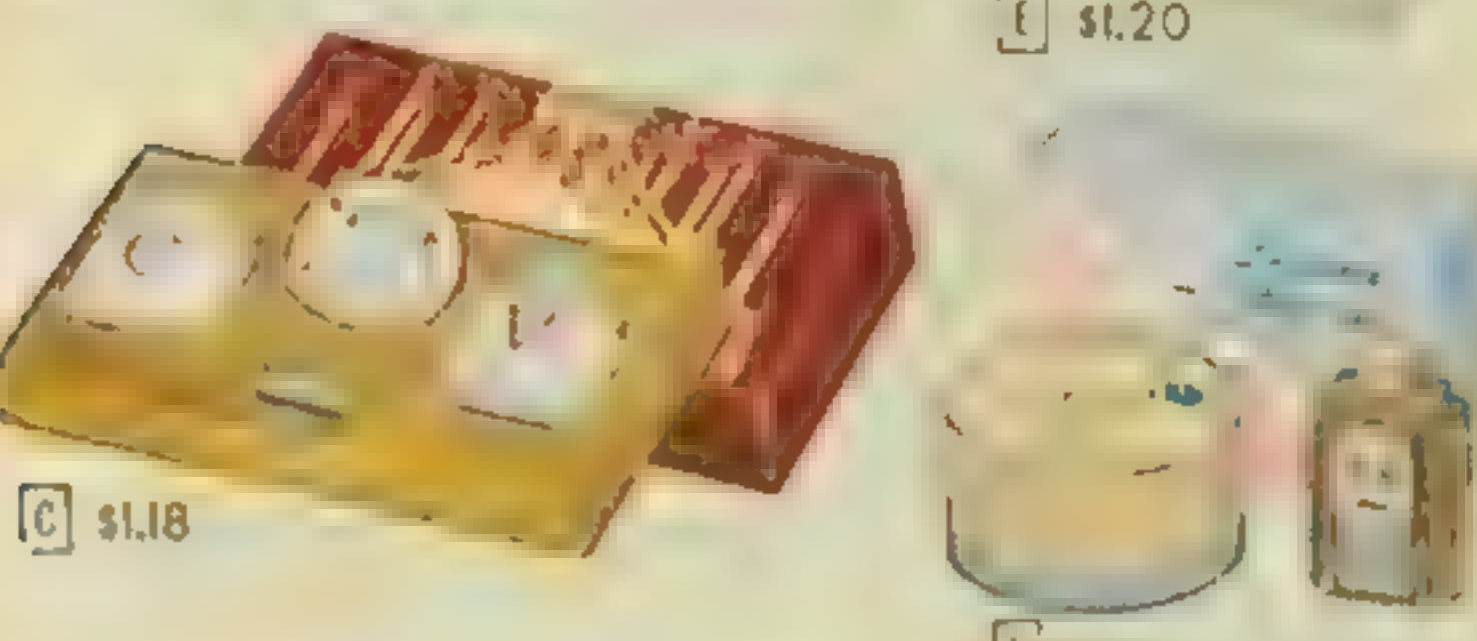
F \$1.20



H 79c



M 95c



C \$1.18

E \$1.20



J \$1.20



G 89c

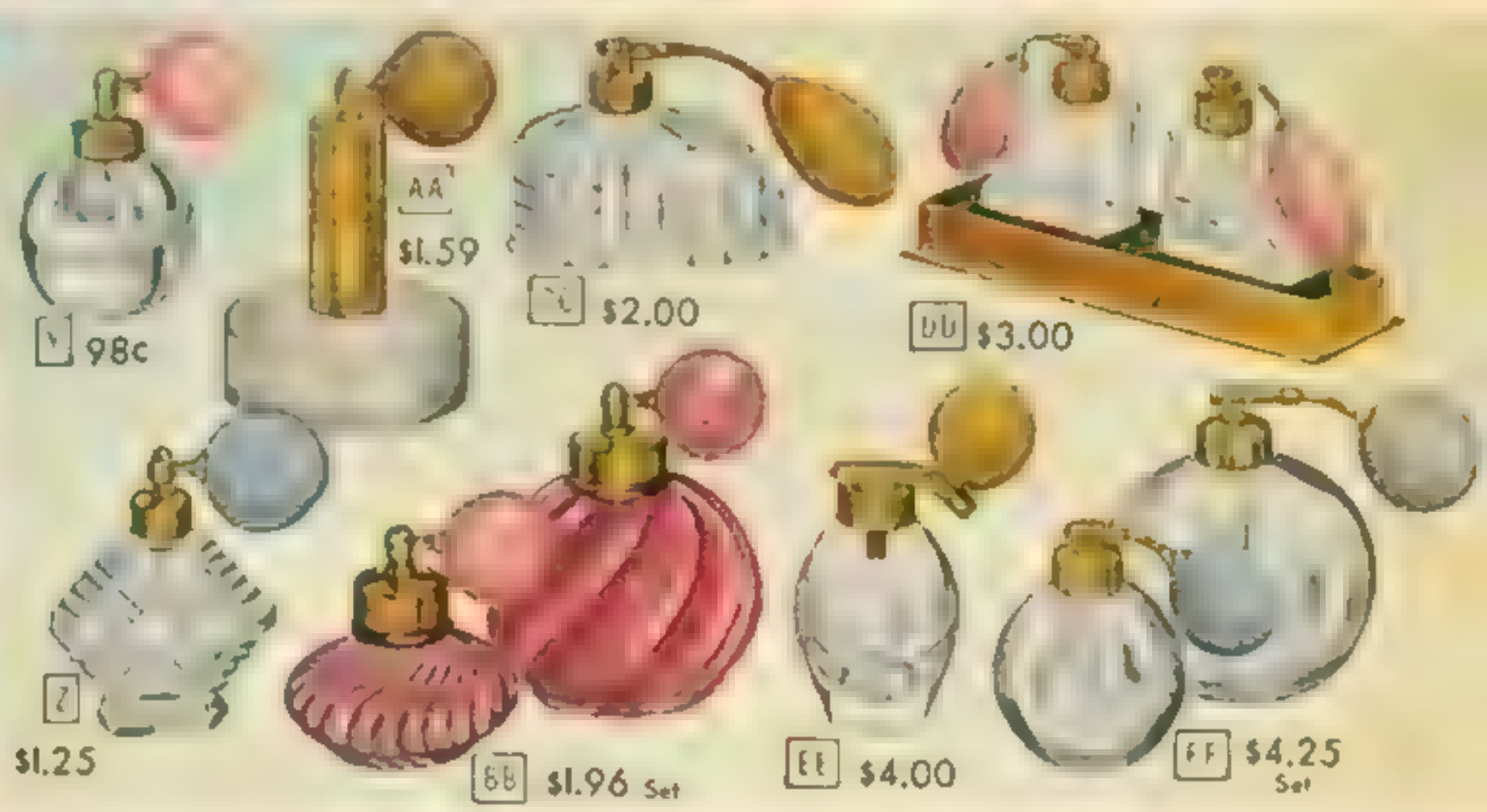


K \$1.20



N \$1.43

ITEMS SHOWN ABOVE ARE DESCRIBED ON OPPOSITE PAGE



Famous Name Perfumes for Christmas — Postpaid

- P** Evening in Paris by Beaulieu. The fragrance of glorious romance.
 - 8 N 9710E Perfume... 1 oz. \$4.80
 - 8 N 4839E Perfume... 1/2 oz. 3.60
 - 8 N 4827E Perfume... Abt. 3/4-oz. 1.98
 - 8 N 4811E Cologne... 3 1/2-oz. 1.80
- R** Intoxication by D'Arny. The intoxicating fragrance that whispers "somebody has just passed by."
 - 8 N 2949E—Perfume... 1/2 oz. \$6.60
 - 8 N 2948E—Perfume... 1/4 oz. 3.60
 - 8 N 9675E—Large bottle... 4 oz. 6.00
- S** Pursette. The most beautiful dress-scent. The fragrance of luxury.
 - 8 N 9674E—Large size... \$3.60
- S** My Sin by D'Arny. The fragrance of sin.
 - 8 N 2906E—Perfume... 1/2 oz. \$6.00
 - 8 N 2907E—Eau de Lanvin... 2 oz. 3.60

- T** Toujours Moi by Coty. The scent of eternal loveliness. Postpaid.
 - 8 N 9713E Perfume... 1 oz. \$6.00
 - 8 N 9712E Perfume... 1/2 oz. 3.30
 - 8 N 9714E—Cologne... 2 1/2 oz. 3.00
- V** Lyric Cologne. Magnificent fragrance.
 - 8 N 574E—Water atomizer... 4 oz. \$2.10
- W** Surrender by Coty. Heavily intoxicating... the unique fragrance that spreads Ciro's name. Postpaid.
 - 8 N 5875E—Perfume... 1/2 oz. \$6.60
- X** Four Famous COTY perfumes.
 - L** Origen. The fragrance of youth.
 - 8 N 4129E—Large bottle... \$3.42
 - L** Aiment. The fragrance of love.
 - 8 N 4148E—About 3/4-oz. bottle... \$3.42
 - P**ans... an elegant floral odeur.
 - 8 N 4154E—Perfume bottle... \$3.42
 - E**meraude. The fragrance of the tropics.
 - 8 N 4142E—About 3/4-oz. bottle... \$3.42

10 different Atomizers and Sets to choose from

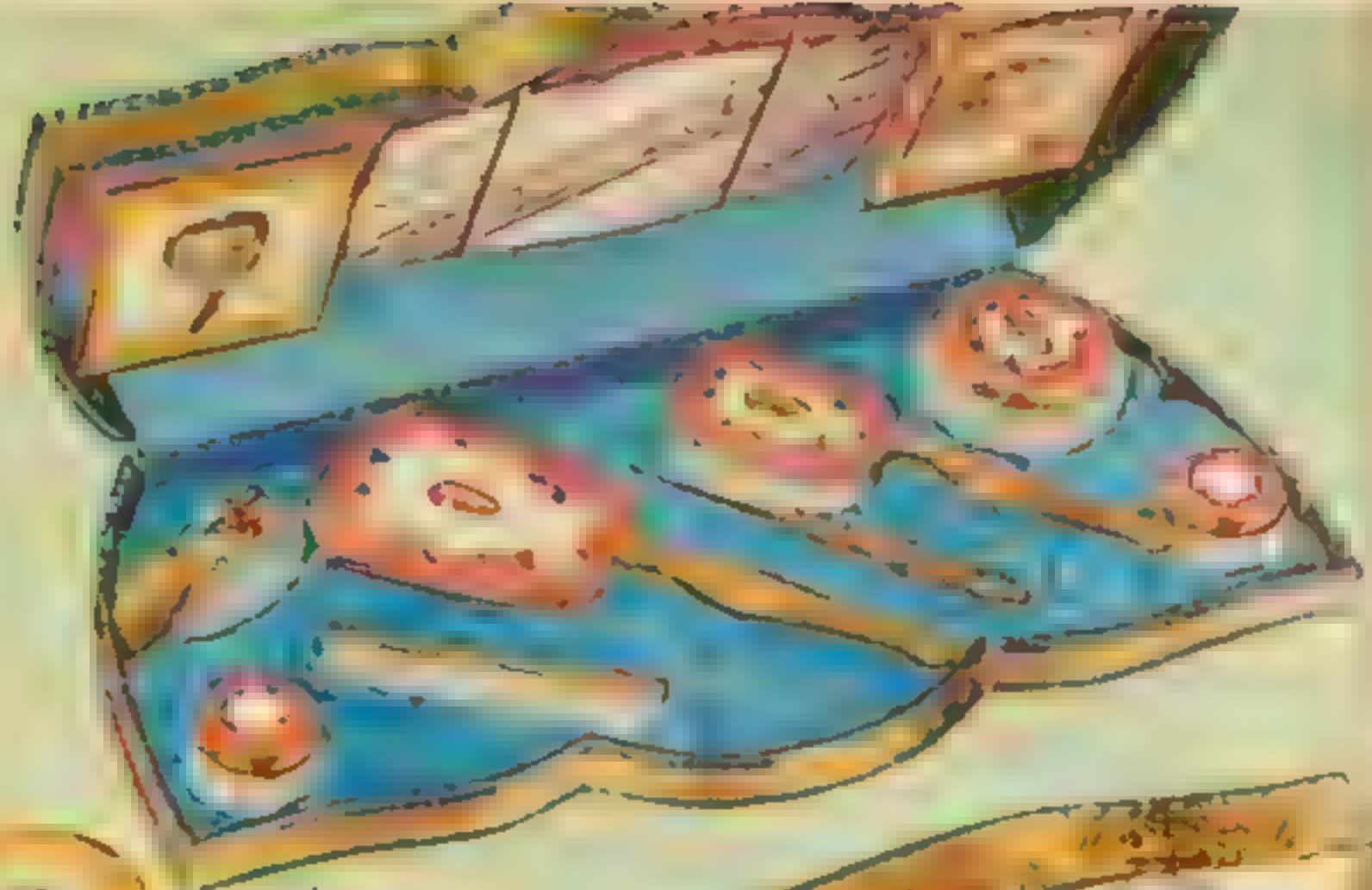
- Y** Rubicon "Crystal Ball" Atomizer. An amazing value. Heavy, clear glass base...
 - 8 N 9995—Postpaid value... 98c
- Z** Diamond Design Atomizer. Crystal color...
 - 8 N 9993—Postpaid... \$1.25
- AA** Ann Barton Modernistic Atomizer. First...
 - 8 N 9988—Shpg. wt. 10 oz. 4 in. high \$1.59
- BB** Rubicon Perfume and Cologne Atomizer Set. Matching...
 - 8 N 9986—Postpaid... \$1.96
- CC** Modern Design Atomizer. Round...
 - 8 N 7058—Postpaid. 2 1/2 in. high \$2.00

- DD** Matched Atomizers. Simply designed in sparkling crystal glass...
 - 8 N 7059—Postpaid... \$3.00
- EE** Hand Cut Atomizer. Clear...
 - 8 N 9974—Postpaid. 3 inches high \$4.00
- FF** Perfume and Cologne Atomizer Combination. One...
 - 8 N 9966—Postpaid... Set \$4.25
 - Single Cologne Atomizer. Postpaid. 8 N 9975... \$2.50
 - Single Perfume Atomizer. Postpaid. 8 N 9987—State color... \$1.75

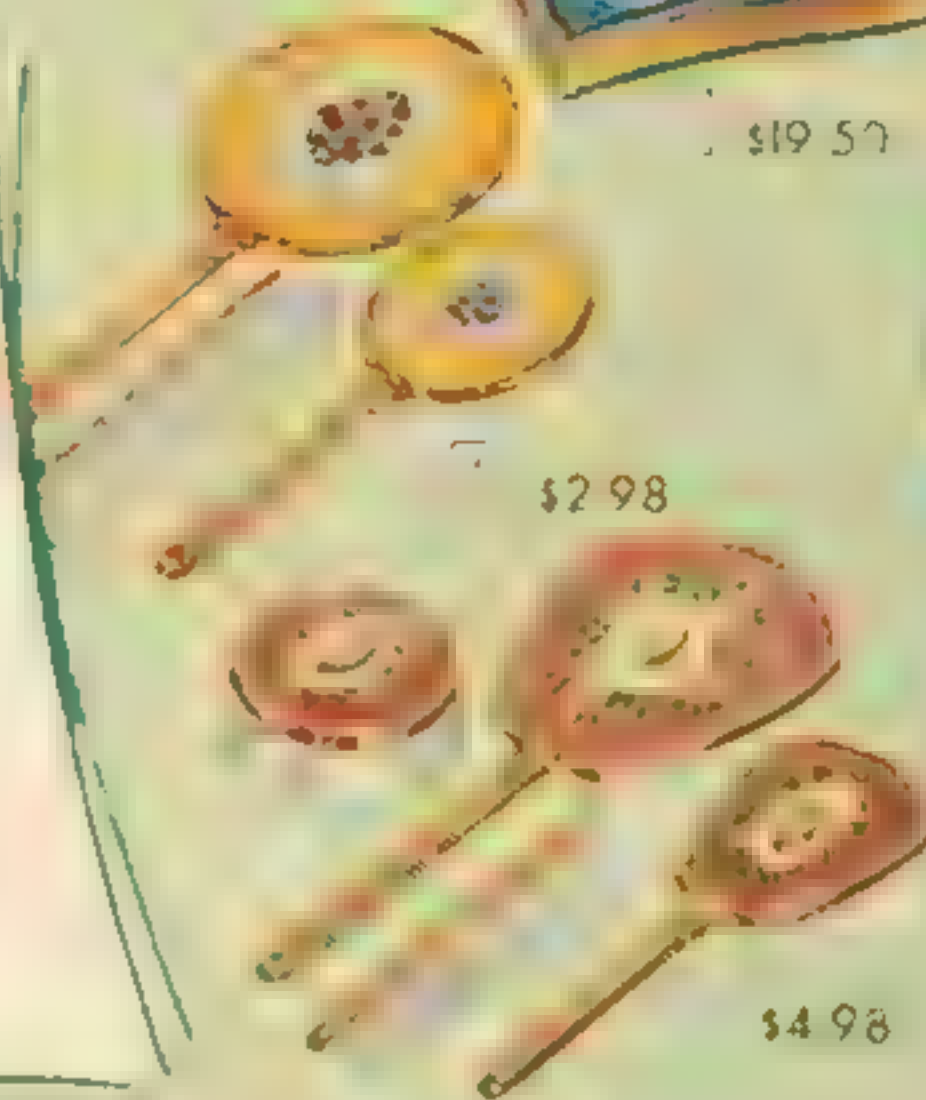
Items marked Postpaid on these two pages are not offered for sale outside the Continental limits of the U.S.A.



\$14.75



\$19.50



\$2.98

\$4.98



\$9.50

Dresser Sets, Musical Gifts

My leaves are green
my scarlet berries shine
at thought of things divine



Beautiful Ann Barton Metal-trimmed Dresser Sets

3 pc. set. Floral design on white background surrounded by maize, blue or rose colored band, and trimmed with gold colored metal. Truly a beautiful gift. 11 $\frac{1}{2}$ -in. mirror, nylon bristled brush and 7-in. comb. Nicely boxed. Shpg. wt. 1 lb. 11 oz.
 8N9869—Maize 3-pc. set \$2.98
 8N9870—Rose 3-pc. set 2.98
 8N9871—Blue 3-pc. set 2.98

4 pc. Set. Pearl colored metal trim for monogramming set in white oval... surrounded by floral design background. Set consists of one 12 $\frac{1}{2}$ -inch mirror, 9 $\frac{1}{2}$ -inch brush bristled with white nylon, 7-inch comb and large size powder jar. Shpg. wt. 2 lbs. 12 oz.
 8N9895—Rose 4-pc. set \$4.98
 8N9896—Blue 4-pc. set 4.98
 8N9897—Maize 4-pc. set 4.98

6 pc. set. Pearl colored metal trim for monogramming set in white oval... surrounded by floral design background. Has gold colored floral design embossed on back. Set consists of 11-inch mirror tray, 13-inch hand mirror, 10 $\frac{1}{2}$ -inch brush, 7-inch comb, one large powder jar and one cream jar. Shpg. wt. 6 lbs.
 8N9903—White 6-pc. set \$9.50
 8N9901—Blue 6-pc. set 9.50
 8N9902—Rose 6-pc. set 9.50

7 pc. Set. Pearl colored metal trim for monogramming set in white oval... surrounded by floral design background. Has gold colored floral design embossed on back. Gives a luxury look to this pastel dresser set. 12 $\frac{1}{2}$ -inch hand mirror, 10-in. brush, 7 $\frac{1}{2}$ -in. comb, one powder jar, 2 cream jars and 11 $\frac{1}{2}$ -inch mirror tray. Shpg. wt. 7 lbs.
 8N9927—Blue 7-pc. set \$14.75
 8N9925—Ivory 7-pc. set 14.75
 8N9926—Rose 7-pc. set 14.75

11 pc. Set. Pearl colored metal trim set. Floral design etched in gold. Atomizer, 11 $\frac{1}{2}$ -inch mirror tray, 2 cream jars, one powder jar, two 7x5-in. metal picture frames, 8-in. file, 7-in. comb, 10 $\frac{1}{2}$ -in. hair brush and 13-in. hand mirror. Shpg. wt. 10 lb.
 8N9930—Rose 11-pc. set \$19.50
 8N9931—Blue 11-pc. set 19.50
 8N9932—Maize 11-pc. set 19.50



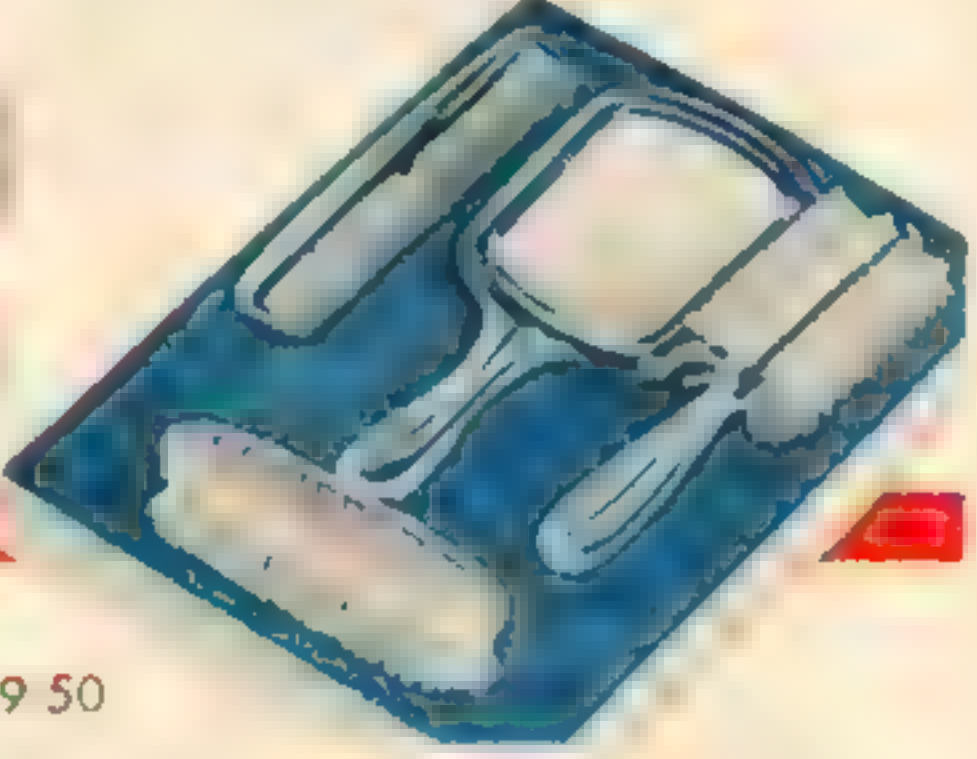
\$1.89



\$1.98



\$3.39



\$5.98

\$9.50

Lustron Set

3-pc. set. Gem-like Lustron, the new look in plastic, has highlights and transparency of much more expensive sets. An amazing value. Consists of 10-inch 2-sided mirror, 8-inch nylon bristle brush and 7 $\frac{1}{2}$ -inch comb. Shipping weight 1 lb. 4 oz.
 8N7176—Rose... 3-pc. set \$1.89
 8N7175—Blue... 3-pc. set 1.89
 8N7177—Crystal... 3-pc. set 1.89

Bowknot Set

3-pc. set. Ivory color plastic with your choice of adorable blue or rose bowknots. A dainty, feminine dresser set she's sure to love and use daily. Set consists of 10 $\frac{1}{2}$ -inch round hand mirror, 8-inch brush bristled with nylon and 7-inch comb. Postpaid.
 8N9978—Blue trim 3 pc. \$1.98
 8N9979—Rose trim 3 pc. 1.98

Round Lucite Set

3-pc. set. Daintily curved handles on brush and mirror add charm to this gleaming lucite set. 10-inch mirror is plain on one side, and magnifying on the other; 7 $\frac{1}{2}$ -inch comb and 8-inch brush. A lovely gift. Shpg. wt. 1 lb. 6 oz.
 8N9989—Blue... 3-pc. set \$3.39
 8N9990—Rose... 3-pc. set 3.39
 8N9991—Crystal color 3 pc 3.39

Oval Lucite Set

3-pc. set. Better quality lucite. Beautifully designed oval brush and mirror. Made of sparkling clear lucite. Brush has long white nylon bristles. Set consists of 12-inch mirror, 9-inch brush and 7 $\frac{1}{2}$ -inch comb. Shipping wt. 1 lb. 4 oz.
 8N9969—Rose... 3-pc. set \$5.98
 8N9971—Blue... 3-pc. set 5.98
 8N9972—Crystal color 3 pc 5.98

Best Lucite Set

4-pc. set. Heavy, solid lucite set, exquisitely designed 10 $\frac{1}{4}$ -inch 2-sided mirror, 8 $\frac{1}{2}$ -inch flared hair brush, and 7 $\frac{1}{2}$ -inch comb. Plus a 6 $\frac{1}{2}$ -inch clothes brush bristle with nylon. A lovely, lasting gift. Shipping wt. 2 lbs.
 8N9957—Crystal color \$9.50
 8N9953—Blue 4-pc. set 9.50
 8N9954—Rose 4-pc. set 9.50



B \$2.40

Erengis in Paris



C \$4.80



D \$6.00



E \$9.00



A \$1.80

Coty



G \$6.00



F \$4.20



J \$4.50



K \$6.00

COR DAY

N \$19.80



M \$13.80

Max Factor



V \$6.60

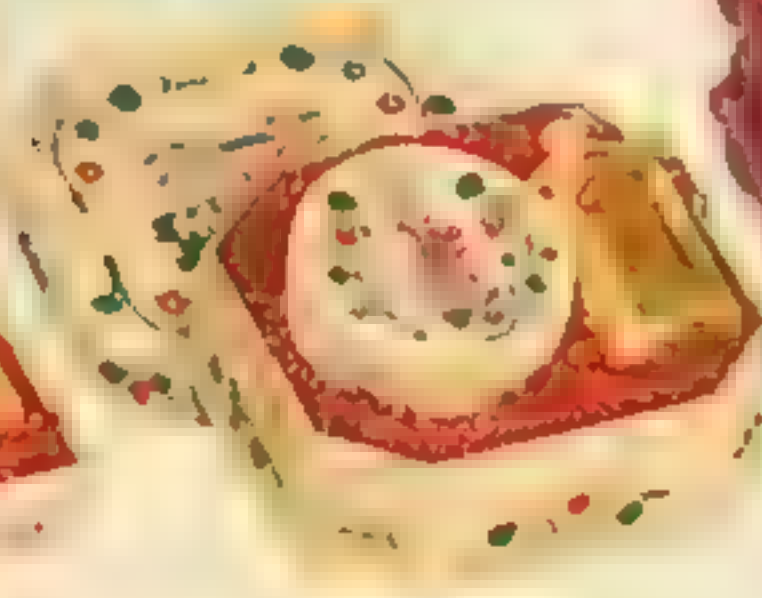


T \$3.90

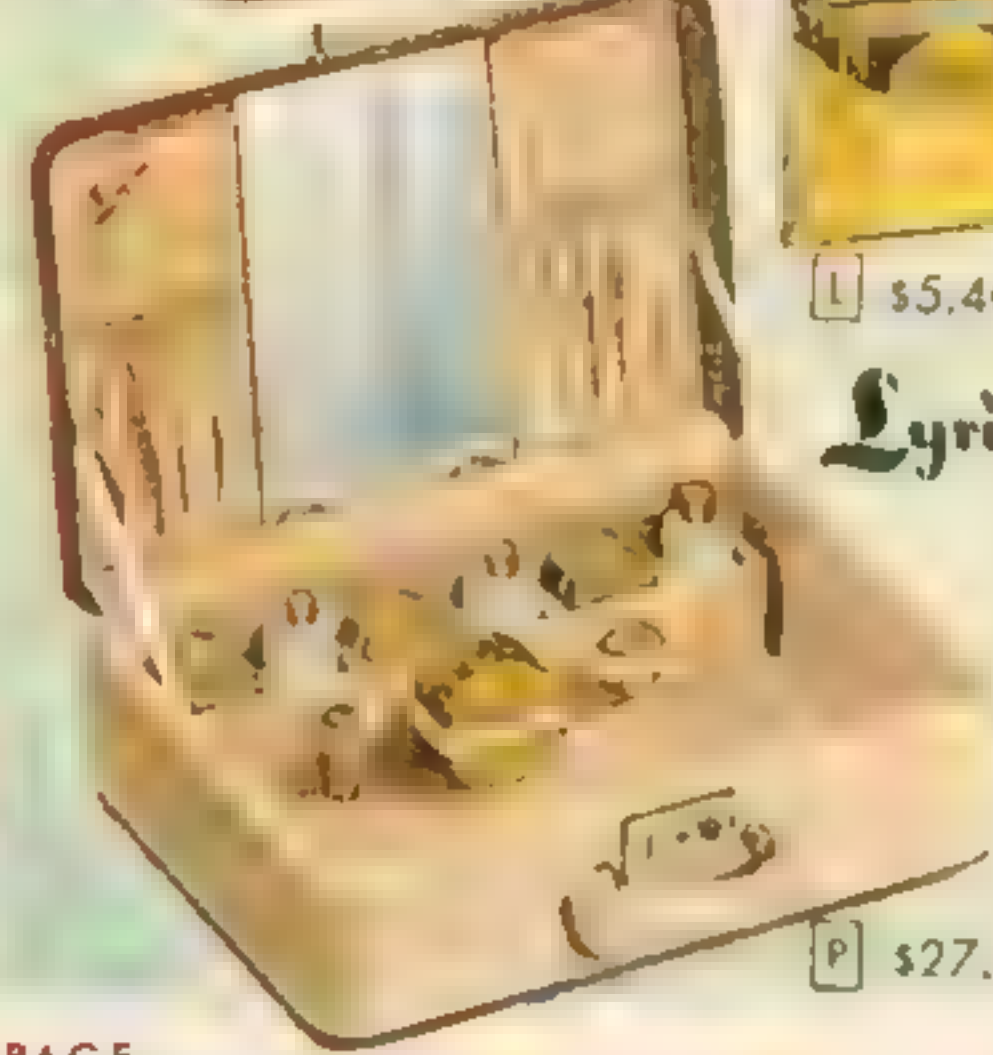
OLD SPICE



R \$1.76



S \$2.70



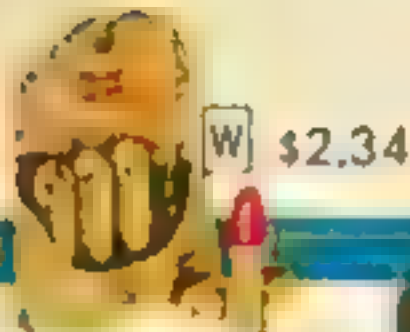
P \$27.00

Lyric

L \$5.40



ITEMS ABOVE DESCRIBED ON OPPOSITE PAGE



W \$2.34



X \$2.97

Revlon

Revlon and Chen Yu



Y \$4.65

Z \$1.92



Chen Yu "Lip and Tip" Set. "For lips and fingertips." 1/2-oz. tube lipstick, 1/2-oz. tube lip gloss, 1/2-oz. tube lip balm, 1/2-oz. tube lip cream. Includes 1/2-oz. tube lip gloss. **BN 9716E**—Postpaid 8-pc. Set \$1.92



AA \$3.98

Ann Barton

Famous Ann Barton Manicure Sets



BB \$4.95

CC \$9.95

DD \$15.00

AA Ann Barton 12-pc. Set. Red leatherette plastic case. Holds 1/2-oz. bottle polish, 1/2-oz. bottle remover, 1/2-oz. bottle nail cream, 1/2-oz. bottle nail oil, 1/2-oz. bottle nail lotion, 1/2-oz. bottle nail conditioner, 1/2-oz. bottle nail strengthener, 1/2-oz. bottle nail hardener, 1/2-oz. bottle nail gloss, 1/2-oz. bottle nail polish remover. Includes 1/2-oz. bottle nail cream, 1/2-oz. bottle nail oil, 1/2-oz. bottle nail lotion, 1/2-oz. bottle nail conditioner, 1/2-oz. bottle nail strengthener, 1/2-oz. bottle nail hardener, 1/2-oz. bottle nail gloss. **BN 9601E**—Shpe. wt. 1 lb. 4 oz. Set \$3.98

BB Ann Barton 15-pc. Set. Red leatherette plastic case. Holds 1/2-oz. bottle polish, 1/2-oz. bottle remover, 1/2-oz. bottle nail cream, 1/2-oz. bottle nail oil, 1/2-oz. bottle nail lotion, 1/2-oz. bottle nail conditioner, 1/2-oz. bottle nail strengthener, 1/2-oz. bottle nail hardener, 1/2-oz. bottle nail gloss, 1/2-oz. bottle nail polish remover, 1/2-oz. bottle nail cream, 1/2-oz. bottle nail oil, 1/2-oz. bottle nail lotion, 1/2-oz. bottle nail conditioner, 1/2-oz. bottle nail strengthener, 1/2-oz. bottle nail hardener, 1/2-oz. bottle nail gloss. **BN 9601E**—Shpe. wt. 1 lb. 4 oz. Set \$4.95

CC Ann Barton 21-pc. Set. Pig-grained leatherette case. Holds 1/2-oz. bottle polish, 1/2-oz. bottle remover, 1/2-oz. bottle nail cream, 1/2-oz. bottle nail oil, 1/2-oz. bottle nail lotion, 1/2-oz. bottle nail conditioner, 1/2-oz. bottle nail strengthener, 1/2-oz. bottle nail hardener, 1/2-oz. bottle nail gloss, 1/2-oz. bottle nail polish remover, 1/2-oz. bottle nail cream, 1/2-oz. bottle nail oil, 1/2-oz. bottle nail lotion, 1/2-oz. bottle nail conditioner, 1/2-oz. bottle nail strengthener, 1/2-oz. bottle nail hardener, 1/2-oz. bottle nail gloss. **BN 9604E**—Shpe. wt. 2 lbs. Set \$9.95

DD Ann Barton Set. Red leatherette pig-grained leatherette case. Holds 1/2-oz. bottle polish, 1/2-oz. bottle remover, 1/2-oz. bottle nail cream, 1/2-oz. bottle nail oil, 1/2-oz. bottle nail lotion, 1/2-oz. bottle nail conditioner, 1/2-oz. bottle nail strengthener, 1/2-oz. bottle nail hardener, 1/2-oz. bottle nail gloss, 1/2-oz. bottle nail polish remover, 1/2-oz. bottle nail cream, 1/2-oz. bottle nail oil, 1/2-oz. bottle nail lotion, 1/2-oz. bottle nail conditioner, 1/2-oz. bottle nail strengthener, 1/2-oz. bottle nail hardener, 1/2-oz. bottle nail gloss. **BN 9604E**—Shpe. wt. 2 lbs. Set \$15.00

Items marked post-paid are not offered for sale outside continental limits

FAMOUS NAME COSMETIC SETS

ITEMS DESCRIBED BELOW ARE ILLUSTRATED ON OPPOSITE PAGE

Evening in Paris

A 2-pc. set. Beautifully decorated gift box holds 1 dram of Evening in Paris perfume and 1 oz. of cologne. Perfume in tasseled flacon. **8 N 9837E—Postpaid... \$1.80**

B 3-pc. set. Gay gift box with 1-dram flacon of perfume, 1 oz. cologne and 3 1/4-oz. talcum all in her favorite fragrance. **8 N 9838E—Postpaid... \$2.40**

C 5-pc. Set. 1-dram flacon perfume, 1-oz. cologne, 3 1/4 oz. talcum and medium shade lipstick and rouge in metal cases. All in appealing Evening in Paris fragrance. **8 N 9839E—Postpaid... \$4.80**

D 6-pc. set. 1-dram flacon perfume, 1 oz. cologne, 3 1/4 oz. talcum and medium shade lipstick and rouge in metal cases. Plus 2 1/2-oz. harmonizing face powder. Rayon lined gift box. **8 N 9840E—Postpaid... \$6.00**

E Best set. Gorgeous fan-shaped box decorated with red and white bow and silver colored star. Lustrous white rayon lining. Harmonizing 2 1/2 oz. face powder, rouge, and lipstick plus 3 1/4 oz. talcum and 4/10 oz. perfume **8 N 9813E—Postpaid... \$9.00**

Coty

F Coty "Crystal Ball." Clear plastic ball hanging from a blue plastic "C." Holds .35 oz. of L'Origan, L'Aimant, Emerald, or Paris. State scent. **8 N 9722E—Postpaid... \$4.20**

G Coty "Carrillon." 3 clear plastic bells in a gold colored belfry. Each bell holds 1 dram of L'Origan, Emerald, or Paris. State perfume. 10x4 1/4 in. **8 N 9721E—Postpaid... \$6.00**

H Coty "Good Luck" set. Regular size box Coty Airspan face powder in medium shade, and .20 oz. bottle of perfume in unusual gift box. State scent L'Origan, Emerald, L'Aimant or Paris **8 N 9723E—Postpaid... \$3.60**

Corday

J 3-pc. Voyagette set. Three one-ounce bottles of perfume in white gift box. Trigan—a light floral scent, Jet—a heady sophisticated scent and Toujours Moi—the eternally feminine scent. **8 N 9729E—Postpaid... \$4.50**

K Frenzy by Corday. 2-pc. gift set of one 1 1/4-oz. bottle of toilet water and 1 dram perfume. White rayon satin drawstring bag for perfume **8 N 9724E—Postpaid... \$6.00**

Lyric

L Lyric Partybag. Gold colored kid bag (6 1/4 x 4 in.) holds round compact with loose powder, Lyric lipstick and 4 1/2-in. metal trimmed comb **8 N 9736E—Postpaid... \$5.40**

M Lyric 4-pc. Travel Kit. Red simulated Lizagator kit (9 1/2 x 7 x 3 1/2 in.), holds gift sizes of foundation lotion, skin freshener, face powder, cleansing cream **8 N 5717E—Postpaid... \$13.80**

N Lyric 7-pc. Overnight Bag. Leathertone simulated leather (11 1/4 x 8 x 4 in.) holds Powder, Rouge and Lipstick, Foundation lotion, Skin Freshener, Special Cleansing Cream and Creme Nocturnal (night cream) **8 N 5716E—Postpaid... \$19.80**

P Lyric 9-pc. Week-end Case. Natural and brown simulated rawhide case (15 1/2 x 10 1/4 x 5 1/4 in.), holds Lyric Powder, Rouge and Lipstick, Foundation Lotion, Skin Freshener, Special Cleansing Cream, Creme Nocturnal, Make-up base and Lyric Cologne **8 N 5715E—Postpaid... \$27.00**

Max Factor Hollywood

T 3-pc. Color Harmony set. Large sizes of Face Powder, rouge and lipstick in harmonizing shades. State Blonde, Redhead, Brownette or Brunette **8 N 9819E—Postpaid... \$3.90**

V 4-pc. Pancake set. Large sizes of harmonizing Pancake makeup, powder, rouge and lipstick. State Blonde, Redhead, Brownette, or Brunette **8 N 9820E—Postpaid... \$6.60**

Shulton Old Spice

R Quadrille Box. Early American motif with gift sizes of Old Spice sachet, talc, toilet water and soap. 4-pc. set. 20c Federal Tax incl **8 N 9682E—Postpaid... \$1.76**

S Homestead Box. Fragrant cargo of roses and spice. 4-oz. bottle toilet water and 7-oz. box dusting powder with large puff. 2-pc. set **8 N 5529E—Postpaid... \$2.70**

Except as stated otherwise prices on these 7 pages include Federal tax wherever it is added to Catalog Number.

Manicure Sets and Cosmetics

Their precious treasure they unrolled
the place was rich
with sweet perfume
upon the floor lay gifts of gold



- AA** Pastel plastic Tissue Box. Adds charm to her dressing table. Measures 9 1/2 x 5 inches. State blue, pink, ivory. **8 N 7199—Shpg. wt. 1 lb... .79c**
- BB** Velour Powder Puffs. In clear plastic gift box. Holds 12 large plump puffs. A really welcome gift **8 N 4575—Shpg. wt. 8 oz. \$1.00**
- CC** Sonnette Tissues. Why not add a box of top quality tissues to your Christmas gifts? Shpg. wt. 3 lbs. 7 oz. **8 N 7101—4 boxes... \$1.08**
- DD** Mirror Tissue Box. A bright way of keeping tissues neat. 10x5 1/4 inches. A lovely, practical gift **8 N 9749—Shpg. wt. 2 lbs. 2 oz. \$1.59**



La Cross Manicure Sets—Postpaid

- HH** 9-pc. Travel Set. Simulated leather case with 1/2-oz. Nylon, Stazon, Remover, 1 emery board, file, pusher, 3 orangewood sticks, tweezers, lipstick tissues. Includes 31c Federal Tax. **8 N 3880E... \$2.25**
- II** Nylon Twintype. Matching nail polish and lipstick in white plastic frames. **8 N 9685E—5x7 1/4 in. \$1.92**
- KK** 4-pc. Ensign Kit. Zip-closed leather case (5 1/2 x 2 1/2 in.) with nail scissors, nail clip, tweezers, 5-in. file. Includes 35c Federal tax. **8 N 3864E... \$5.35**
- LL** La Cross Skylark. Zipper cowhide case with rayon suede lining, 6 1/4 x 3 in. Tweezers, cuticle pusher, file, nail scissors and cuticle scissors. Includes 49c Federal Tax. **8 N 3872E... Set \$7.99**
- MM** 5-pc. Hostess Set. Pigskin case (8 1/2 x 3 in.) with Tweezers, cuticle nippers, scissors, file, metal cuticle pusher; Suede cloth lining. **8 N 9635E—Includes \$1.13 Federal Tax... \$13.63**

Ann Barton Implement Sets

EE 6-pc. set. Pigskin leather case (natural color) snap closing, rayon suede lining. 5 1/4 x 3 1/4 in. Holds file, tweezers, comb, nail clipper, scissors, and lucite spear. Includes 27c Federal tax. **8 N 9605E—Shpg. wt. 7 oz. \$2.98**

FF 7-pc. set. 5 1/2 x 4 inch natural color pigskin case, zip closing. 4 1/2-in. triple-cut file, lucite spear, tweezers, cuticle and nail scissors, nail clip, blemish extractor. Rayon suede lining. Includes 53c Fed. tax. Shpg. wt. 10 oz. **8 N 9609E... \$5.98**

GG Best manicure set. Top quality precision-cut implements. Natural color saddle leather case 5 1/4 x 3 1/4 inches, with matching rayon suede lining. Contains tweezers, metal cuticle pusher, 5-inch triple-cut file, toenail nippers. Round-end scissors and blemish extractor. Zipper case. Includes 53c Fed. tax. **8 N 9616E—Shpg. wt. 10 oz. \$9.50**





\$3.79

\$1.98

Round-the-Neck Mirrors

Lucite and gold colored trim Mirror. Adjustable mirror—1 side magnifying, 1 side plain. 13 inches overall.

8 N 9899—Shpg. wt. 1 lb. 4 oz. \$3.79

Lucite and chrome Mirror. Same as above but with chrome trim instead.

8 N 9898—Shpg. wt. 1 lb. 4 oz. \$2.89

All-metal trim Round-the-Neck Mirror Economy priced gift. Ivory colored enameled, sturdy metal frame. 2-sided mirror—1 side plain, other magnifying.

An inexpensive, practical gift for man or woman. 13½ inches overall.

8 N 9516—Shpg. wt. 1 lb. 4 oz. \$1.98

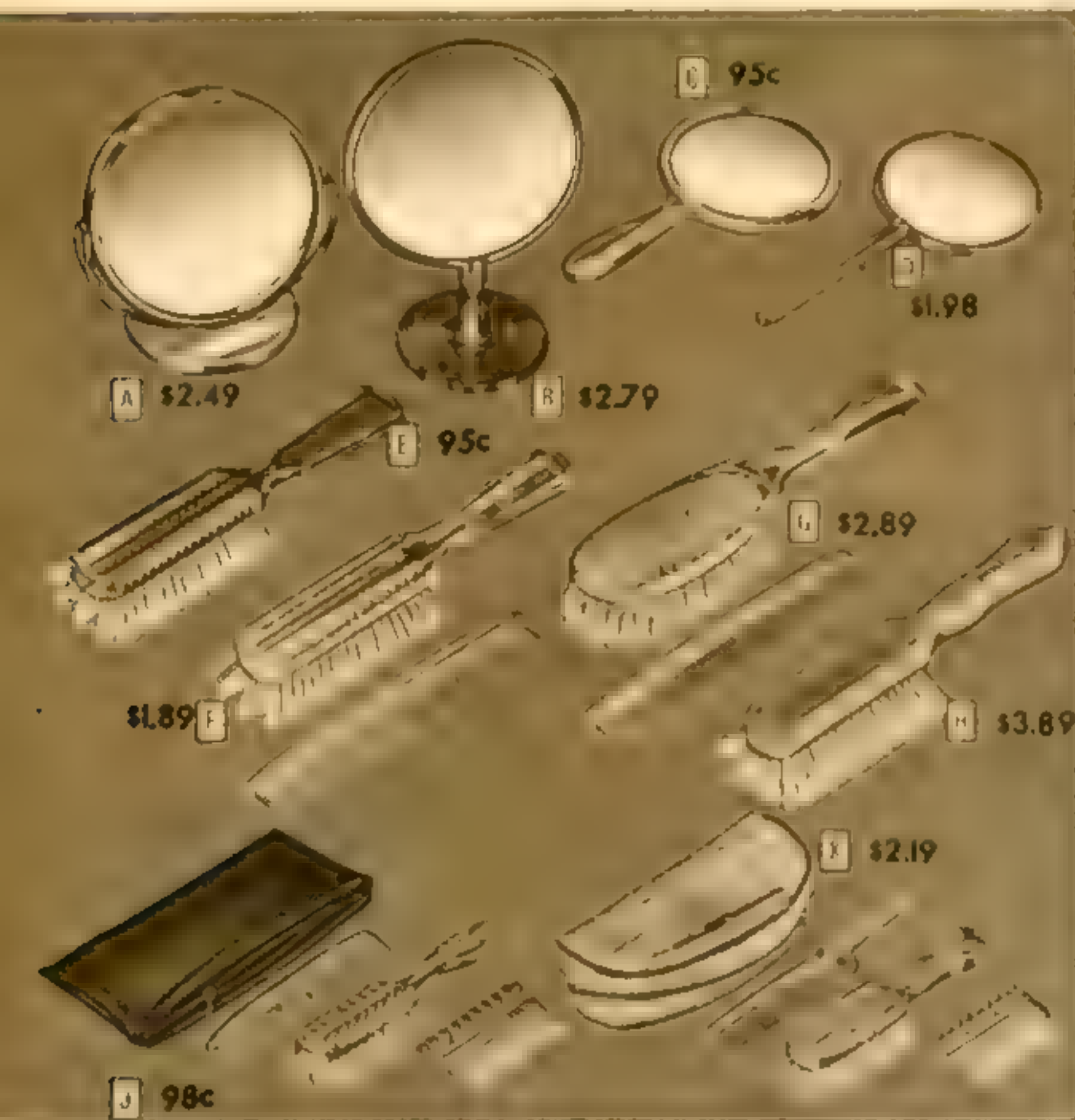


Mirrors, Brushes, Accessories

"How the whole world is brightened in the ruddy Christmas glow"

Lovely, lasting gifts

she'll use every day of the year



A \$2.49

B 95c

C \$1.98

D \$2.79

E 95c

F \$2.89

G \$1.89

H \$3.89

I \$2.19

J 98c

A Lucite-trim Reversible Mirror.

Utility gift for men and women. One side magnifies, other side plain. For applying make-up, grooming eyebrows, shaving, etc. 5-in. diameter, 5½ in. high

8 N 6259—Shpg. wt. 1 lb. 6 oz. \$2.49

C Lucite Hand Mirror. Low priced

2-sided mirror makes a lovely gift. One side plain, other side magnifying. 8½ in. long, slim and graceful. State color: Crystal, Blue or Rose.

8 N 9764—Shpg. wt. 8 oz. 95c

E Lucite Hair Brush. A lovely gift,

a real value. Sparkling lucite in rose, blue or crystal color. Professional style brush with nylon bristles. 8 inches long. State color. Order several.

8 N 9776—Shpg. wt. 6 oz. 95c

G Cut Lucite Brush Set. Crystal

clear lucite brush and comb in lovely acetate gift box. 8½ inch oval shaped brush, 7-inch lucite comb. Brush has 7 rows white nylon bristles. A beautiful, practical gift.

8 N 9778—Shpg. wt. 10 oz. \$2.89

J Economy Beau Kit. Envelope

style simulated leather case 6½x2¾ in. Contains miniature hair brush, clothes brush, and comb. Clear plastic... nylon brushes. State red or blue. Includes 5c Federal Tax.

8 N 6390E—Shpg. wt. 9 oz. ... 98c

B Metal-trim 2-sided Mirror. Gold

color metal base with circular design. Swivel fixture enables mirror to be placed in any position. Shpg. wt. 1 lb. 8 oz.; 8 oz.

8 N 9841—5½ in. size \$2.79

8 N 9763—3½ in. size \$1.39

D Metal-trim Hand Mirror. Luxur-

ious antiqued gold color handle and frame with etched floral design. 2-sided mirror, 12 inches long. An expensive looking gift at this low price.

8 N 6268—Shpg. wt. 1 lb. 8 oz. \$1.98

F Lucite Brush Set in your choice

of sparkling crystal, blue or rose color. Long white nylon bristles. Professional style brush 8 inches long; 7-inch lucite comb to match. State color.

8 N 9777—Shpg. wt. 9 oz. ... \$1.89

H Pearlescent (plastic) Hair Brush.

New! Unusual! Breathtakingly lovely! Shimmering pearlescent brush in gorgeous pink or blue. Nylon bristled, professional style brush. Lgth. 8 in. Handle is ½-inch thick. State color.

8 N 9761—Shpg. wt. 6 oz. ... \$3.89

K Toy Kit. Gorgeous alligator-

grain white plastic 6½x2¾ in. case with gold design. Holds lucite hair brush with nylon bristles, clothes brush and 7-inch folding rat tail comb. Zipper pocket. Includes 15c Federal Tax

8 N 9759E—Shpg. wt. 8 oz. ... \$2.19



Parlyn Heatless Hair Dryer

Brand new! A heatless hair dryer. Simply wear it on your head like a turban ... it absorbs all the moisture. No heat ... no electricity ... no chemical action. You can go on about your housework, etc. while your hair is drying. Attractive blue fabric turban about 9x6 inches. Comes in translucent plastic bag ... nicely boxed. Any woman would appreciate the convenience of a gift like this. Why not order one for yourself, too? Shipping weight 1 lb. 12 oz.

\$5.79

but this

Each \$5.79



SHAMPAIRE

Gives home shampooing with all the comforts of a professional salon. Completely adjustable for youngsters and grown-ups. Tubular aluminum frame, horizon blue canvas back and seat, sunshine yellow plastic drainboard. Folds flat for storage ... an extra chair. Adjusts to 57 in. high. Shpg. wt. 7 lbs.

\$8.75

8 N 06149.

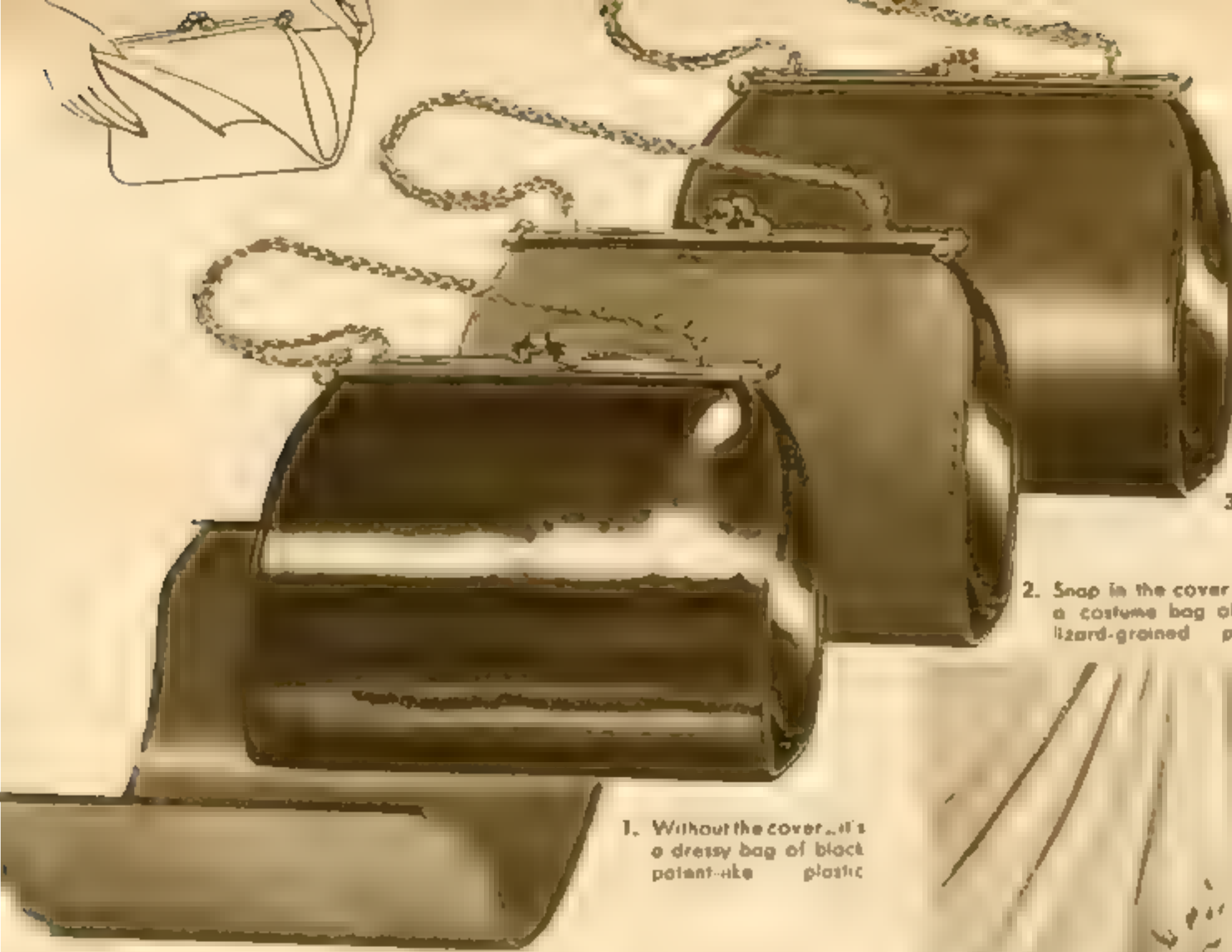


Sears puts a Surprise in your gift

Every one is low priced . . .

every one has a novelty feature that makes

it a special for Christmas giving



1. Without the cover...it's a dressy bag of black patent-like plastic

2. Snap in the cover...it's a costume bag of red lizard-grained plastic

3. Reverse the cover...it's an all-purpose bag of black calf like plastic

3-in-1 Handbag with Reversible Cover \$3.48

tax included

She'll love being able to change her bag simply by changing the cover . . . it's so surprisingly quick and easy. Frame and chain handle are sparkling gold-color metal. Rayon lining, coin purse and mirror. Size abt. 9x8 inches. Shpg. wt. 1 lb. 14 oz

88 N 1494E—Black patent-like plastic bag; reversible cover of black calf-grained plastic and red lizard-grained plastic... \$3.48

88 N 1495E—Brown calf-grained plastic bag; reversible cover of brown alligator-grained plastic, brown rayon and cotton faille \$3.48

A Candle-Box Square

Beautiful sheer rayon square with multicolor hand painted flowers. About 33 in. sq., hand washable. Surprise package a plastic candle-like tube with the ends of the square forming the flame. Shpg. wt. 3 oz

88 N 4745 White ground \$1.95

88 N 4746 Light pink.... 1.95

88 N 4747 Light blue.... 1.95

B Handbag and Wallet

Double-zip top handler bag of calf-grained plastic with front flap, gold-color metal turn lock, two side pockets, fabric lining. Abt. 10x8 in. Surprise feature . . . the plastic wallet has center zip pocket, snap coin purse. Shpg. wt. 1 lb. 10 oz.

88 N 1545E Black.....\$3.48

88 N 1546E Brown..... 3.48

C Mittens or Gloves

Angora and wool...surprisingly warm and fluffy, closely knit with ribbed cuff. Abt. 9 $\frac{1}{2}$ in. long. 50% angora, 50% wool, hand wash. Small (6, 6 $\frac{1}{2}$), med. (7, 7 $\frac{1}{2}$), large (8, 8 $\frac{1}{2}$). State size Shpg.wt. ea. 4 oz

88 N 5071-White mittens \$2.00

88 N 5073 White gloves. 2.00

D Belt and Gift Box

Gold-color simulated leather, plastic-coated so it won't crack or scuff. Shirred on elastic, it gives to waistline. Matching metal buckle. Transparent-topped gift box. Sizes 26, 28, 30, 32. State size. Shpg. wt. 3 oz

88 N 2416-Gold color...\$1.49

E Shoulder Strap Bag

Calf-grained plastic bag with its own gold-color metal lock and key and a wonderful surprise . . . its own comb, brush, emery board. Adjustable strap, fabric lining. Abt. 8 $\frac{1}{2}$ x6 $\frac{1}{2}$ in. Shpg. wt. 1 lb. 4 oz.

88 N 1488E-Black..... \$2.38

88 N 1489E Brown..... 2.38

F Sueded Nylon Gloves

It's new. Classic slip-on of double woven nylon, longer wearing, quicker drying. Lock-stitched for strength. Length about 11 $\frac{1}{2}$ in. Hand wash

Sizes 6, 6 $\frac{1}{2}$, 7, 7 $\frac{1}{2}$, 8. Please state size Shpg. wt. 4 oz.

88 N 5400-Black.....\$1.98

88 N 5401-White..... 1.98

G Year-'round Glove Wardrobe in handsome Box

Surprise! Two wonderful gifts for the price of one. 3 pairs of beautiful gloves . . . and a transparent plastic glove box. Sizes 6 $\frac{1}{2}$, 7, 7 $\frac{1}{2}$, 8. State size 1. Cork (tan) gloves of pig-grained imported capeskin. Whipstitched. About 10 $\frac{3}{4}$ in. long. 2. White gloves of sueded rayon. Flared, bound cuff. About 11 in. long. Hand wash. 3. Black gloves of sueded rayon. Up-or-down convertible cuff, inseams. Length with cuff up abt. 11 in. Hand wash.

88 N 5839—Three pairs of gloves and box. Shpg. wt. 8 oz. . \$5.00

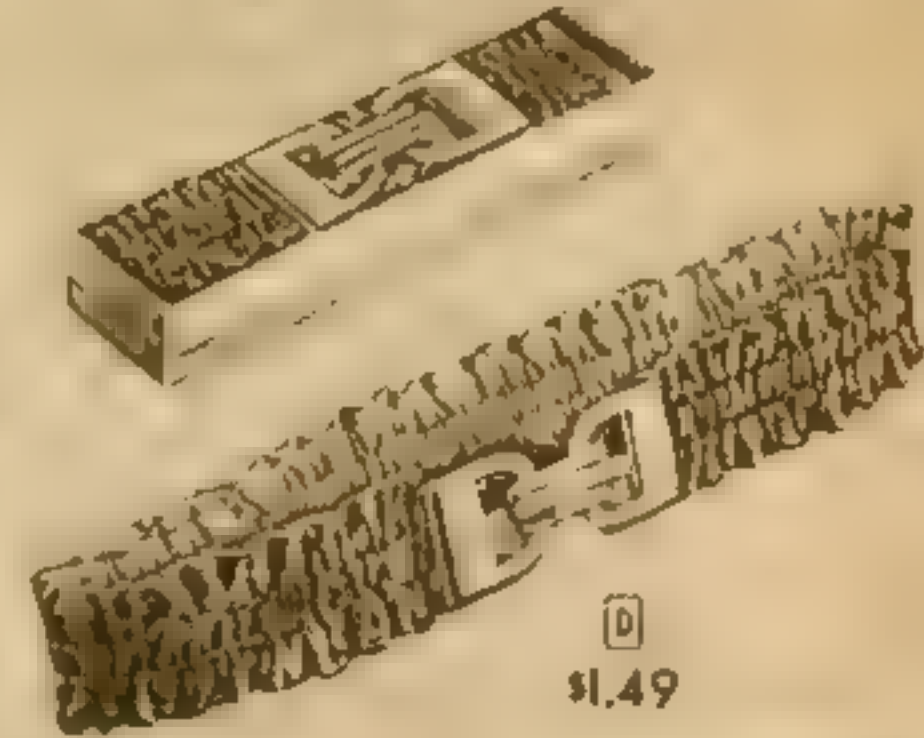


A \$1.95

B \$3.48 tax included



C \$2.00 each pair



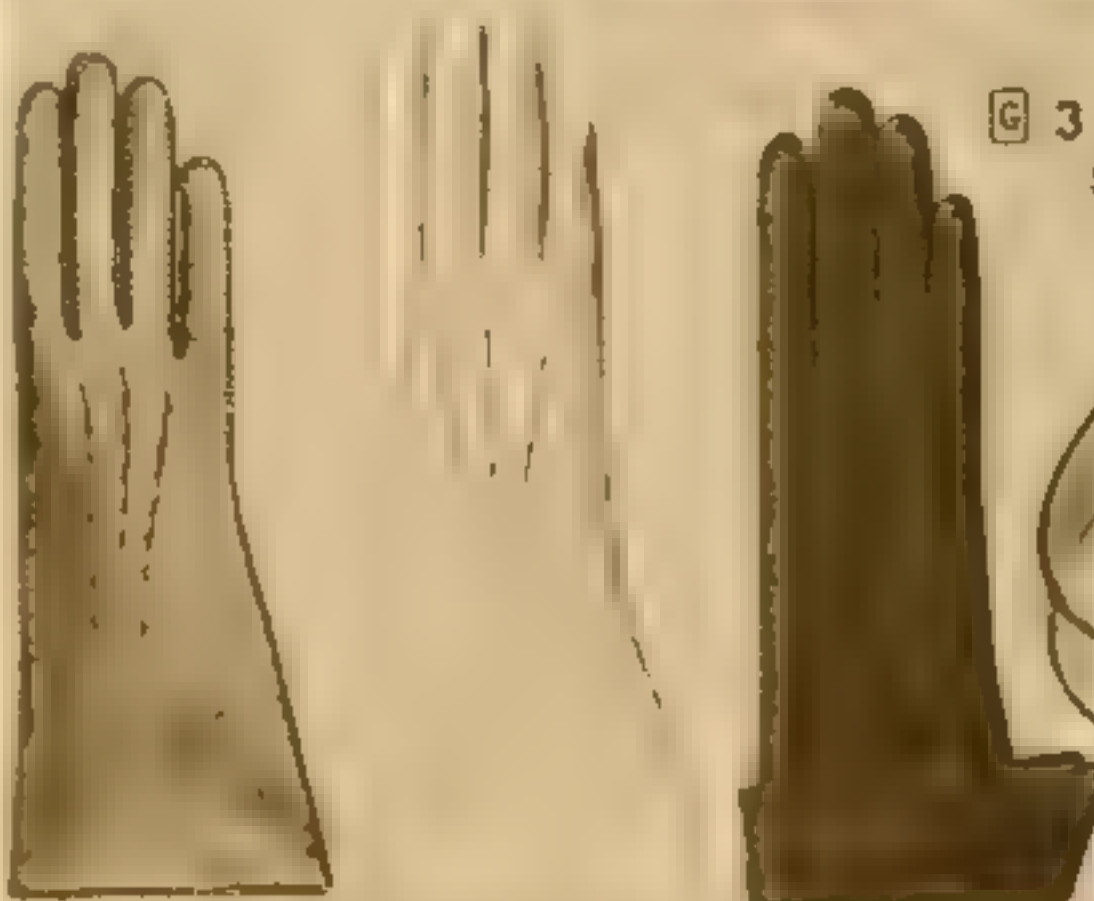
D \$1.49



E \$2.38 tax included



F \$1.98



G 3 pairs with box \$5.00



Prices of handbags include 20% Fed. Ex. Tax. For glove Size: Measure right hand at fullest part. Number of inches is your correct size

Her favorite Bag is a Classic . .

Kerrybrooke
THE WAY
TO SAY
WOMEN'S
ACCESSORIES

- Kerrybrookes . . exclusive with Sears
- Genuine leather . . . goatskin, scuff-resistant
 - Expert workmanship . . firm, close stitching
 - Extra value . . made to Sears high standards



It's new
It's practical
It's fun

It's the smart, convenient way to carry an umbrella . . It's two wonderful gifts at one reasonable price

Bag and Umbrella Set
\$7.00
Tax included

Twin Zip Top-Handler

\$7.00 Tax included

Kerrybrooke zip top-handler . . . ideal Christmas gift for the woman who wants quality and convenience in a handbag. Deep pockets on either side of zipper, plus another inner zip compartment, provide spacious carrying room. Beautifully grained, scuff-resistant goatskin, firmly sewn for wear. Rayon lined. Frame coin purse on cord. Double faced mirror. Size 10 1/2 x 8 in. Shpg. wt. 1 lb. 9 oz. Initials sold separately. See below.

- 88 N 1072E—Black \$7.00
- 88 N 1073E—Brown 7.00

Swagger Frame Bag

\$7.00 Tax included

Kerrybrooke frame swagger handbag of long-wearing, scuff-resistant genuine goatskin, sewn with fine craftsmanship . . . a quality gift she will cherish. Two roomy side pockets, a rear wall zip and an extra inside zip pocket give her plenty of room to carry valuables. Rayon lined, frame coin purse on cord; double faced mirror. Size about 10 1/2 x 7 1/2 inches. Shipping weight 1 pound 10 oz. Initials sold separately. See below.

- 88 N 1082E—Black \$7.00
- 88 N 1083E—Brown 7.00

A Monogram for her Kerrybrooke bag



Initials in shining gold-color metal as shown on Kerrybrooke bags above. Add a monogram to her gift bag to make it really her very own. Size 1 1/2 in. All letters except "X." Please print letters wanted. Shipping weight each 1 ounce.

- 88 N 1012 Each 29c . . . 3 for 84c

Umbrella and bag set. She'll never have to worry about gray skies if you give her this exciting new umbrella bag for Christmas. The bag is a beauty . . . a top zipper of supple calf-grained plastic, shirred front and back for roominess, with an adjustable shoulder strap that shortens to top-handle length. A matching detachable case carries gay rayon plaid umbrella. When the umbrella is in use, the case snaps off—folds up to stow away in handbag. Bag is rayon lined; mirror. Price includes 39c Federal Excise Tax on bag only. Size of bag 11x7 1/4 inches. Shipping weight 1 pound 14 oz.

- 88 N 1529E—Black bag with multicolor plaid umbrella \$7.00
- 88 N 1530E—Brown bag with multicolor plaid umbrella 7.00

FABRIC BAGS she loves for dress-up occasions . . faille, cordé, guimpe

A **Pretty Pouch** with a gleaming frame of crystal-clear plastic and gold-color metal. Rayon and cotton faille, shirred all around. Fabric lining, mirror. About 11x5 inches. An excellent value. Shipping weight 15 oz.

88 N 1535E—Black.....\$2.38
88 N 1536E—Brown..... 2.38

B **Ziptop Favorite** of genuine rayon cordé with scalloped bottom, Vermicelli trim front and back. Metal chain pull can be removed, used as key ring. Two side pockets, rayon lining, mirror. About 13x6 in. Shpg. wt. 1 lb. 3 oz.

88 N 1537E—Black..... \$6.98
88 N 1538E—Brown..... 6.98

C **The New Overskirt Bag** with gold-color metal frame accented with crystal-like plastic. Rayon and cotton guimpe, draped front and back. Rayon lining, frame coin purse, mirror. About 11x10 in. Shpg. wt. 1 lb. 5 oz.

88 N 1533E—Black.....\$5.88
88 N 1534E—Brown..... 5.88



A
Faille
\$2.38
Tax included

B
Genuine Cordé
\$6.98
Tax included

C
Guimpe
\$5.88
Tax included

GENUINE LEATHERS . . so rich and mellow and elegant . . such perfect gifts

D **Handsome Genuine Leather** with the new cartridge pleated front and a gold-color metal lift lock. Rayon lining, coin case, mirror. About 8½x5½ inches. Shipping wt. 1 lb. 2 oz.

88 N 1539E—Black 88 N 1541E—Red
88 N 1540E—Brown Each..... \$5.88

E **Supple, Soft-to-the-Touch lambskin leather** . . . feminine and smart, with wonderful carrying space. Fabric lined, mirror, rayon and cotton cord drawstring. Abt. 9¼x8 in. Shpg. wt. 13 oz.

88 N 1459E—Black \$4.48
88 N 1460E—Brown..... 4.48
88 N 1547E—Green 4.48

F **Smooth, Beautiful genuine calf leather bag** for someone very special. Exquisitely made with covered frame, shirred front and back, gold-color metal lift lock. Rayon lining, covered-back mirror, frame coin purse on cord. Abt. 7½x7½ inches. Shpg. wt. 1 lb. 4 oz.

88 N 1527E—Black..... \$14.95
88 N 1528E—Brown..... 14.95



D Genuine Leather
\$5.88 Tax included

E Lambskin Leather
\$4.48
Tax included

F Calf Leather
\$14.95 Tax included

REPTILES and reptile-grained in the bright or dark colors she loves

G **Genuine Lizard** stitched in a smart diamond pattern . . . will wear and wear. Favorite underarm style . . . zipper top with gold-color metal chain pull, rayon lining, coin purse, mirror. Abt. 10¼x6½ in. Shpg. wt. 1 lb. 3 oz.

88 N 1524E—Black 88 N 1525E—Brown
88 N 1526E—Red Each.....\$5.88

H **Alligator-Grained leather-like plastic bag** is lined with sueded simulated leather and has an adjustable shoulder strap. Gold-color metal turn lock, extra sidewall pockets for letters and cards; frame coin purse, mirror. About 7½x8½ in. Shpg. wt. 1 lb. 10 oz.

88 N 1542E—Brown 88 N 1544E—Green
88 N 1543E—Red Each..... \$5.88

J **Beautifully Grained Genuine Cobra (snakeskin)** . . . a handsome gift for the leading lady on your Christmas list. Rayon lining, mirror. A marvelous value. About 9x8 inches. Shpg. wt. 14 oz.

88 N 1521E—Black 88 N 1522E—Brown
88 N 1523E—Green Each.....\$8.88



G Genuine Lizard
\$5.88 Tax included

H Leather-like Plastic
\$5.88 Tax included

J Genuine Cobra
\$8.88
Tax included

Leather and Fabric Gloves

Sing a song of Christmas,
with the tingle in the air
And mistletoe and holly
and the berries everywhere



Lined Leather Gloves . . . the practical glove gift

So warm and comfortable . . . classic slip-on or fur-cuff style
choose the lining she'll enjoy most . . . at the price you want to pay



\$198

Cotton Fleece Lined

Supple domestic pig-grained capeskin glove. Length about 9½ in. *Sizes* Small (6-6½); medium (7-7½); large (8-8½). *State size.* Shipping weight 5 oz. 88 N 5300—Black
88 N 5301—Brown
Each pair \$1.98



\$298

100% Wool Lined

Imported capeskin glove, deliciously warm. Length about 9½ inches. *Sizes* Small (6-6½); medium (7-7½); large (8-8½). *State size.* Shpg. wt. 5 oz. 88 N 5302—Black
88 N 5303—Brown
Each pair \$2.98



\$398

Bunny Fur Lined

Very warm glove of imported Capeskin. Length about 9½ inches. *Sizes* Small (6-6½); medium (7-7½); large (8-8½). *State size.* Shipping wt. 5 oz. 88 N 5304—Black
88 N 5305—Brown
Each pair \$3.98



\$298

Cotton Fleece Lined

Cuff of bunny fur on imported capeskin leather. Length about 9½ in. *Sizes* Small (6-6½); medium (7-7½); large (8-8½). *State size.* Shpg. wt. 5 oz. 88 N 5306—Black
88 N 5307—Brown
Each pair \$2.98



\$398

100% Wool Lined

Imported capeskin leather with cuff of bunny fur. Length abt. 9½ in. *Sizes* Small (6-6½); medium (7-7½); large (8-8½). *State size.* Shpg. wt. 5 oz. 88 N 5308—Black
88 N 5309—Brown
Each pair \$3.98



\$498

Bunny Fur Lined

Cuff and lining of bunny fur on imported capeskin. Length about 9½ in. *Sizes* Small (6-6½); medium (7-7½); large (8-8½). *State size.* Shpg. wt. 5 oz. 88 N 5310—Black
88 N 5311—Brown
Each pair \$4.98

Hand sewn, double woven cotton . . . Sears best quality . . . her year-'round favorite



Choose any of these three styles . . . choose any color for a smart gift . . . at one price

\$1.98
per pair

A Shortie, dressed up with dainty clusters of handmade French knots in matching color on the back. Hand sewn, double woven cotton. Hand wash. Length about 9 in. *Sizes* 6½, 7, 7½. *State size*. Shpg. wt. 4 oz.
 88 N 5851-Black 88 N 5852-Brown
 88 N 5853-White Each pair. . \$1.98

B Tulip-Cuff Glove, its soft flare accented by fine hand sewing . . . pretty and feminine with long or short sleeves. Double woven cotton. Hand wash. Length about 10½ in. *Sizes* 6½, 7, 7½. *State size*. Shpg. wt. 4 oz.
 88 N 5896-Black 88 N 5897-Brown
 88 N 5898-White Each pair. . \$1.98

C Classic Slipon, so smart for all occasions. Hand sewn, double woven cotton. Hand wash. Length about 11 in. *Sizes* 6, 6½, 7, 7½, 8. *State size*. Shipping weight 4 oz.
 88 N 5864-Black 88 N 5865-Brown
 88 N 5866-White 88 N 5867-Beige
 Each pair \$1.98

Fine imported leathers in smart gloves she'll love to get . . . you'll be proud to give

Imported Pigskin . . . sturdy classic slipon \$4.95

D Genuine pigskin. Sears is proud to offer this classic slipon made of rich, natural-grained plant pigskin (imported from South America) . . . a gift that will give pleasure and service for many seasons. Carefully tablecut by expert craftsmen, firmly stitched to hold its shape through countless wearings. Outseam sewn. Bolton thumbs for comfort. Hand washable. Length abt. 10¾ in. *Sizes* 6, 6½, 7, 7½, 8. *State size*
 88 N 5773-Cork (tan). Shipping weight 4 oz. Pair \$4.95

Imported Kidskin . . . for elegance and beauty \$3.95

E Genuine imported kidskin (imported from Milan) . . . the ideal glove for women who appreciate fine quality. This leather is soft to the touch, wondrously pliant, truly luxurious. It's table cut, tailored with smooth, full pique seams. An impressive gift glove . . . now available in Sears catalog for the first time in years . . . at Sears practical price. About 11¾ inches long. *Sizes* 6½, 7, 7½, 8. *State size*. Shpg. wt. 4 oz.
 88 N 5752-Black Pair \$3.95 88 N 5753-Brown Pair \$3.95

Imported Capeskin . . . tailored, long wearing \$2.98

F Genuine imported capeskin in a dependable slipon. The close grained supple leather will wear beautifully and keep its polished luster. Skillfully hand cut to retain its shape and make it fit as though it were moulded to the hand. Half pique sewing makes fingers look slim and tapered. Length abt. 11¾ in. *Sizes* 6, 6½, 7, 7½, 8. *State size*. Shpg. wt. 4 oz.
 88 N 5768-Black 88 N 5767-White
 88 N 5769-Brown Pair \$2.98

Imported Capeskin Back . . . fabric palms \$1.98

G Half 'n' half . . . half of leather, half of fabric. Graceful scroll design of cordé, with sparkling gold-color nailheads. A glove with the luxury look of fine leather at an economy price that's easy on your Christmas budget. Back and top of thumb of imported capeskin, under-thumb and palm of beautifully sueded double woven cotton that wears well. Whipstitched. Length about 9¾ in. *Sizes* 6, 6½, 7, 7½, 8. *State size*
 88 N 5715-Black. Shipping weight 4 oz. Pair \$1.98



For Glove Size: Measure right hand at fullest part. Draw tape snugly. Number of inches is your correct size. Easy Terms available see page 243 for details.

Scarfs, Headsquares

"All are glad, because
Everyone loves Merry Christmas
And dear Santa Claus"



A
\$1.95



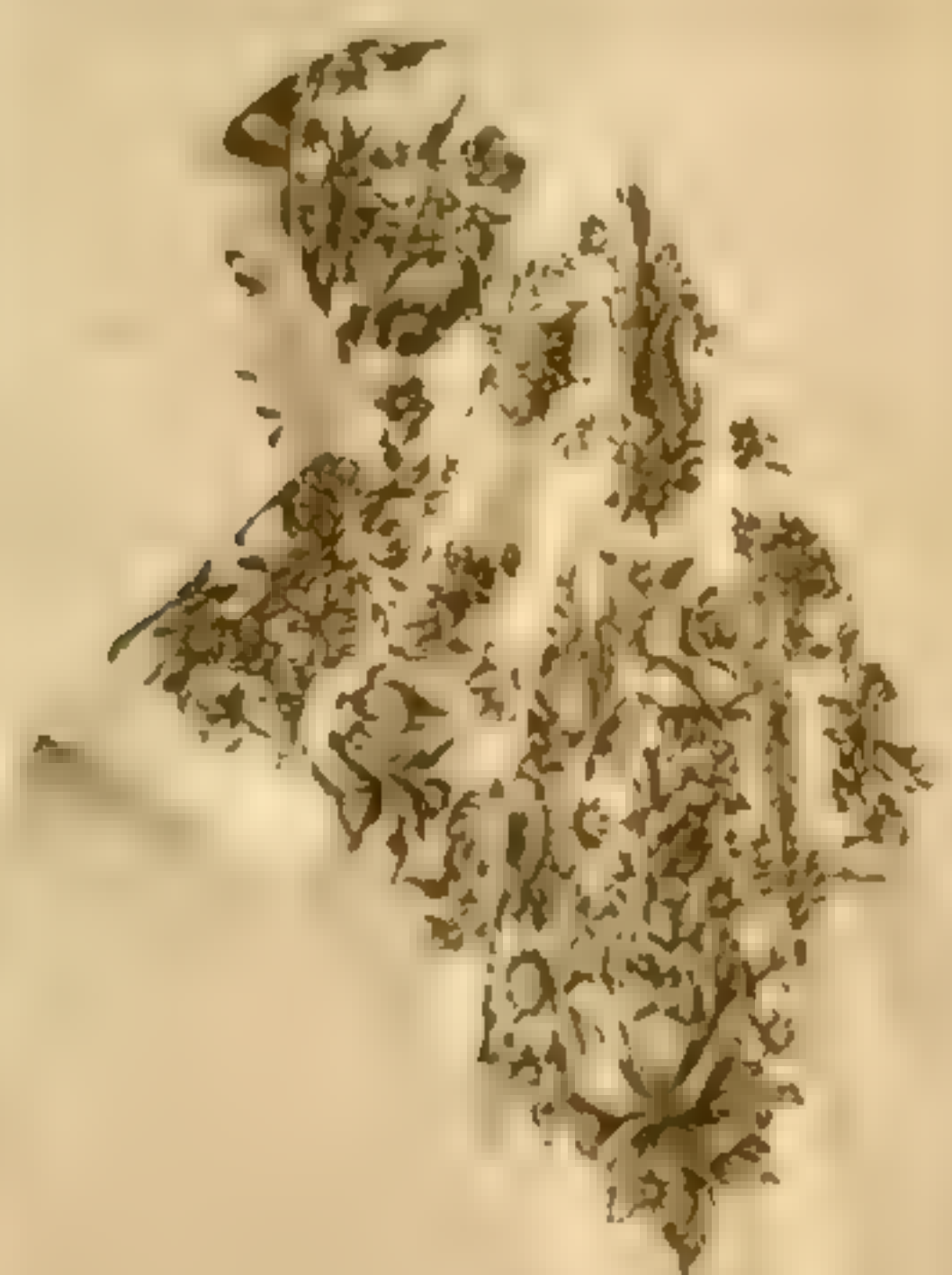
B
\$2.95



C
\$1.29



D
\$1.59



E
\$1.79



F
\$1.95

Flattering Scarfs to delight every feminine fancy

A 100% zephyr wool square in jacquard block pattern. She'll wear it day in and day out... love its light-as-a-feather warmth, its becoming, soft color. Abt. 35 in. sq. self fringe. Hand wash. Shpg. wt. 5 oz. 88 N 4669—White 88 N 4670—Yellow 88 N 4671—Medium blue Each.....\$1.95

C 100% pure wool square in bright plaids to delight a gay young heart... adds color and warmth to everything from ski costumes to semi-dressy woollens. Abt. 32 in. square. Hand washable. Shpg. wt. 5 oz. 88 N 4681—Navy blue, red and white plaid.....\$1.29 88 N 4682—Brown, turquoise blue and tan plaid... 1.29

E Garden flowers on a big, beautiful square of soft, sparkling white spun rayon. About 35 inches square; self fringe. A gift she's sure to appreciate because it will go with all her clothes, look smart for every occasion. Hand washable. Shpg. wt. 5 oz. 88 N 4545—White background, multicolor print. \$1.79

B Gleaming sequins of turquoise blue and magenta red on sparkling white rayon crepe... a bright, flattering accent for winter costumes. The sequins are hand sewn. The scarf is tubular with self-fringed ends. About 10 3/4 x 45 in. Dry clean. Shpg. wt. 6 oz. 88 N 4741—White with multicolor sequins.\$2.95

D Romantic scarf of black rayon lace with glittering gold-color sequins. Nothing could be more flattering... it's soft, becoming drape makes even a pretty girl look prettier. Long enough to wear many ways... about 22x54 in. Dry clean. Shpg. wt. 4 oz. 88 N 4739—Black with gold-color sequins.\$1.59

F White rayon crepe scarf with a handsome all-over jacquard pattern. Its shining whiteness and rich folds make it wonderfully elegant and it's extremely practical, too, because it hand washes like a dream, irons beautifully. About 21x46 in. Shpg. wt. 5 oz. 88 N 4680—White.\$1.95

PURE SILK SCARFS

Soft luxury in bright, rich colors . . . beautiful to see . . . wonderful to wear

A Deep, richly colored flowers hand screen painted on lovely white silk. A gift natural, goes with everything. About 16x42 inches . . . long enough to wear many ways . . . wonderful twisted through a string of pearls. Rolled hems. Hand wash. Shpg. wt. 3 oz.
 88 N 4698—Multicolor flowers on a white background. . . . \$1.49

B Sparkling colors . . . luscious pure silk . . . a scarf that's wardrobe magic. She'll knot it in a soft bow at her neck, wear it as a turban or a sash. About 17½x47 inches. Rolled hems. Hand washable. Shipping weight 3 oz.
 88 N 4652—Kelly green. . . . 98c
 88 N 4748—Aqua blue. . . . 98c
 88 N 4654—White. . . . 98c

C Gleaming gold-color flowers and scrolls on fine white silk . . . one of the season's most beautiful scarfs. Best news of all, it's hand washable so she can keep it Christmas fresh all year long. About 35 inches square. Rolled hems. Shipping weight 3 oz.
 88 N 4738—White with gold . . . \$1.95

D Square of pure silk in strikingly beautiful colors. A year-'round gift because she'll wear it now as a scarf . . . use it next summer as a turban or snood. Abt. 35 inches square. Rolled hems. Hand washable. Shpg. wt. 4 oz.
 88 N 4694—Bright red. . . . \$1.59
 88 N 4749—Kelly green. . . . 1.59
 88 N 4696—Medium blue. . . . 1.59

E Gorgeous morning glories hand screen printed on tissue-fine pure silk . . . so soft it's a joy to wear . . . so richly colored it adds a jewel-like brilliance to any costume. Abt. 35 in. square. Rolled hems. Hand washable. Shipping weight 4 ounces.
 88 N 4743—Ruby red predominating in multicolor print. . . . \$1.95
 88 N 4744—Sapphire blue predominating in multicolor print. . . . \$1.95

A Monogram means it's just for her

Scarf or square of snowy white, with three handsome initials to press on

F The monogrammed spun rayon square . . . proof you planned her Christmas gift early and thoughtfully. The kind of personalized accessory she loves . . . wears the year 'round with casual or dressy costumes. About 32 inches square. Easy-to-press-on initials included. *Print three letters wanted*. Dry clean. Shpg. wt. 5 oz.
 88 N 4740—White with 3 black press-on initials. . . . 98c

G The monogrammed rayon crepe scarf . . . a personal gift that's always in good taste. About 9½x42 inches . . . smart worn in the popular ascot style illustrated or in a single loop, bringing the initials higher so they're sure to show under her coat or suit. The handsome black initials are easy to press on. *Print three letters wanted*. Dry clean. Shipping weight 4 oz.
 88 N 4676—White with 3 black press-on initials . . . 98c

Kerrybrooke

THE RIGHT WAY TO SAY WOMEN'S ACCESSORIES



Special pin-money Gifts carefully selected for her . .



A
\$3.98
Chenille
Robe

J
\$1.98
100% wool

E
\$3.94
Rayon Crepe
Bed Jacket

B
\$2.94
Reg. size
Rayon Satin
Slip

F
\$1.59
Women's Pilefin
Raincoat

K
\$2.84
Love Bird
Blouse

C
\$2.94
Fitted
Smock

G
\$2.98
Tax included

L Black \$1.59
10-inch \$1.79
14-inch \$1.98

D 1 strand \$1.10
2 strands \$2.20
3 strands \$3.30
Earrings \$1.14

H
\$1.49

M
\$1.89
Lustron
Dresser Set

A Pin Point Chenille robe of soft cotton, with shawl collar, all around border design, large pocket, ample fullness. Wash separately. Sizes 12, 14, 16, 18, 20. *State size*. Shipping weight 1 lb. 10 oz.
027 N 7890—Copen blue
027 N 7893—Cherry Red
027 N 7892—Aqua blue
Each . . \$3.98

C Princess Style smock in striped washable percale. Elastic in the sleeves. 2 handy pockets. Large self bow at neck. Buttons down the front. Sizes 12, 14, 16, 18, 20. *State size*. Shipping weight 11 ounces.
27N6219—Red and white
27N6220—Blue and white
Each \$2.94

E Rayon Crepe Bed-jacket. Luxurious cotton lace trims front, adjusts to pepinim effect with drawstring ribbon. Shirring at shoulders and $\frac{3}{4}$ sleeves. Hand wash. Shpg. wt. 6 oz. *State bust size*. Small (32-34); med. (36-38); large (40-42) in.
38N2535A—Pink \$3.94
38N2536A—Blue 3.94

G Bag with Miniature two bags for the price you'd expect to pay for one. Roomy underarm zipper bag of calf-grained plastic. Fabric lined, mirror fringe on scarf ends. Fits all sizes. Colors: White, black, copen blue, bright green, rose. *State color*. Shpg. wt. 5 oz. Shipped from Philadelphia or Chicago.
07B N 8800 \$1.98

J 100% Wool Hooded Showl with plenty of gift appeal. Knit in lacy stitch for light-as-a-feather warmth. Fringe on scarf ends. Fits all sizes. Colors: White, black, copen blue, bright green, rose. *State color*. Shpg. wt. 5 oz. Shipped from Philadelphia or Chicago.
07B N 8800 \$1.98

L Knitting Tube. Beautiful transparent plastic tube for knitting, crocheting. Pull yarn from eyelet opening in top of lid. Ova. shape, plastic handle. *State color*. Shpg. weight, 4, 5, 6 oz.
25 N 4532—8 in. \$1.59
25 N 4533—10 in. 1.79
25 N 4534—14 in. 1.98

B Rayon Satin Slip. 3-in. Alencon-type cotton lace trims bodice—1-in. matching lace at 4-gore bias skirt. V back, adj. straps. Hand wash. Shpg. wt. 8 oz. *State bust size*. Reg. 32, 34, 36, 38, 40, 42, 44 in.
38 N 3145A—Pink \$2.94
38 N 3146A—White 2.94
Larger 46, 48, 50, 52 in.
38 N 3147A—Pink . . \$3.69

D Good Quality Simulated Pearls with rich, creamy luster. A wonderful value! Rhinestone clasp. 1, 2 and 3 strands, gift boxed. Shpg. wt. 5 oz.
4N4661E—17-in. \$1.10
4N4662E—16, 17-in. 2.20
4N4663E—16, 17, 18-in. 3.30
4N3998E—Screw back earrings. 1 in. diam. Shpg. wt. 3 oz. Pair \$1.14

F Women's Pilefin Raincoat. Clear transparent, water-repellent, rubber composition. Wrap-around style. Self belt, military collar. Soap closes neck. Raglan sleeves. *State size*. Small, 32-34-in.; med., 36-38-in.; large 40-42-in. bust. Shipping wt. 8 oz.
25N9315 Each \$1.59

H Slip-on Glove of double woven cotton. Smooth seams for slim, tapering look. Hand wash. For How to Measure, see page 89. Length about 10 $\frac{3}{4}$ in. Sizes 6, 6 $\frac{1}{2}$, 7, 7 $\frac{1}{2}$, 8, 8 $\frac{1}{2}$. *State size*. Shpg. wt. 4 oz.
88N5877—Black \$1.49
88N5878—Brown 1.49
88N5879—White . . . 1.49

K Love Bird Blouse, rayon crepe with sheer cotton net birds and embroidery at front. Buttons down the back. Hand wash. Sizes 12, 14, 16, 18. *Please state size*. Shipping weight 10 oz.
07 N 2164—Petal pink
07 N 2165—White
07 N 2166—Soft aqua blue
Each \$2.84

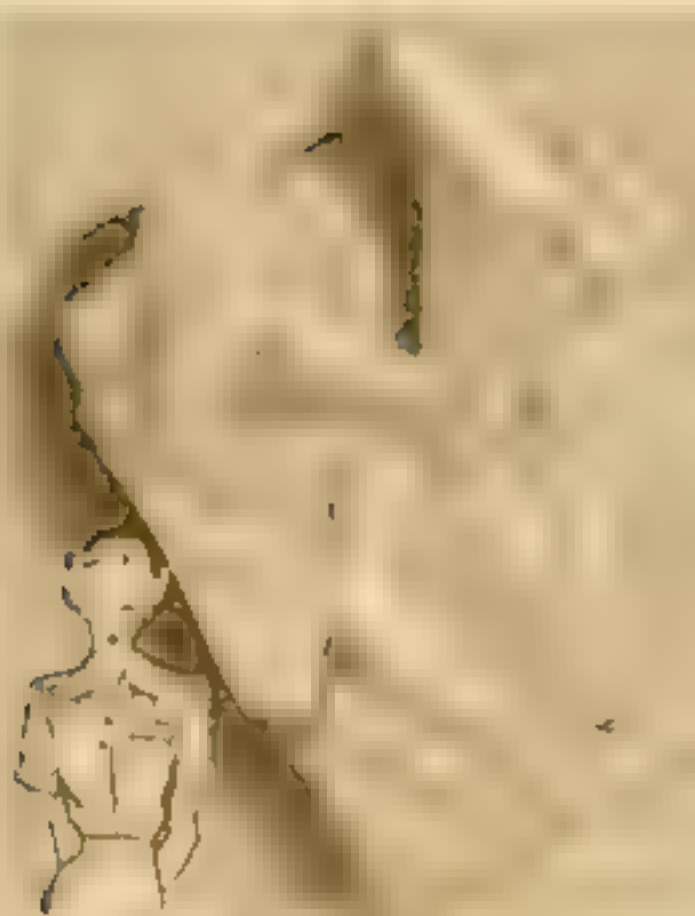
M 3 Pc. Lustron Dresser Set. Gem-like Lustron has highlights and transparency of much more expensive material. 3-pc. set—10-inch mirror, 8-inch nylon bristled brush, 7 $\frac{1}{2}$ -in. comb. Shipping weight 1 lb. 4 oz.
8N7176A—Rose \$1.89
8N7175A—Blue 1.89
8N7177A—Crystalcolor 1.89

Price of handbag includes 20% Federal Excise Tax. Numbers beginning with "0" shipped from Philadelphia or Kansas City, unless otherwise stated. Order, pay postage from Sears nearest mail order house. For Easy Terms see page 243.

Pin-money Gifts to stretch your budget

Stylish Apparel and Accessories

"The whole world is a Christmas tree
And stars its many candles be"



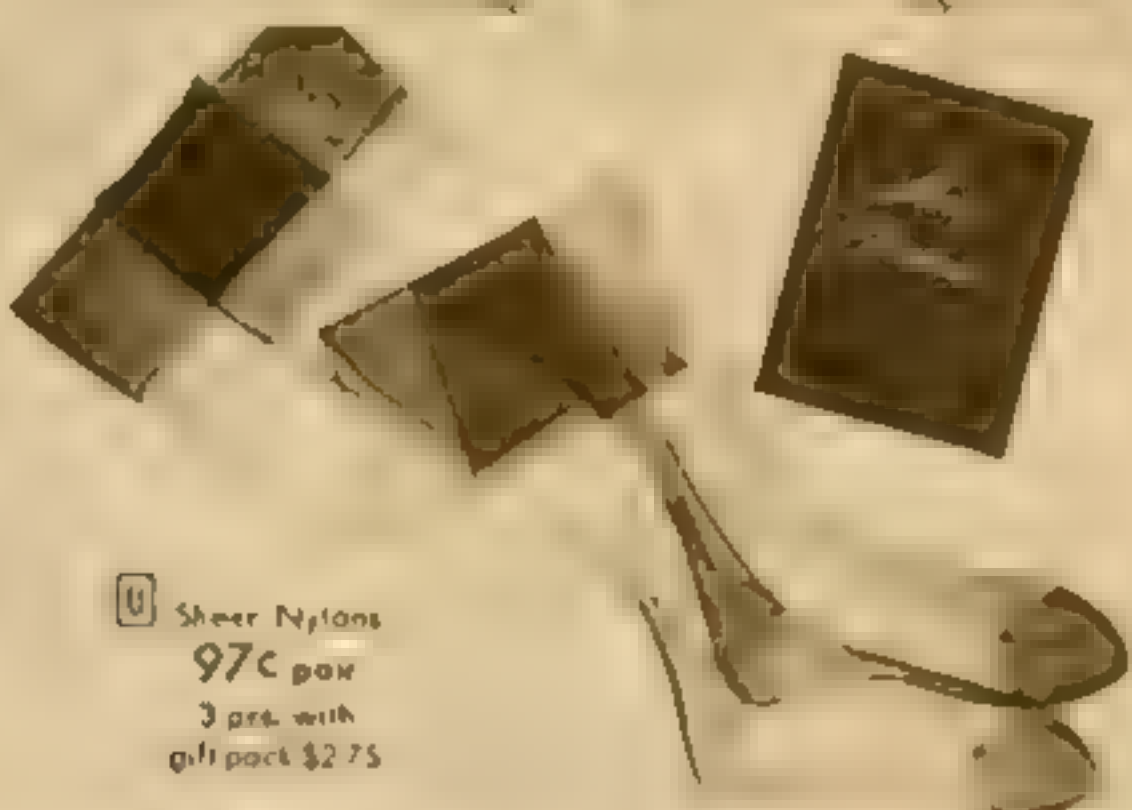
M \$1.54
Kerrybrooke
Shirt



I
98c



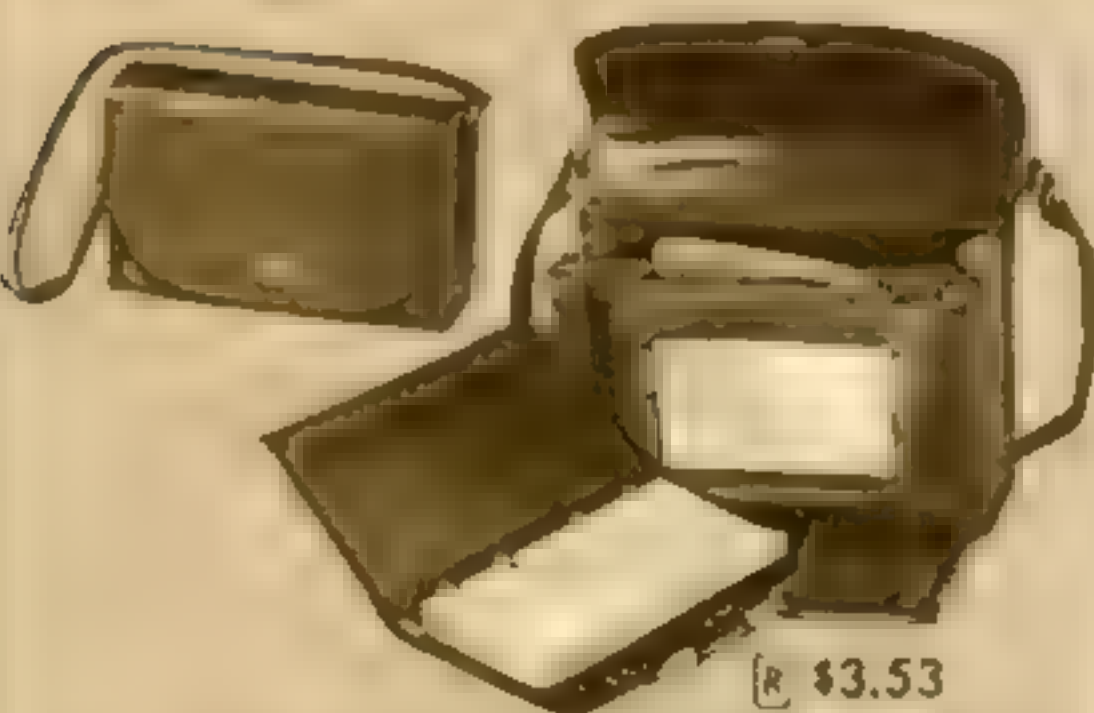
P 98c



U Sheer Nylons
97c pair
3 prs. with
gift pack \$2.75



X \$2.38
Tax included



R \$3.53
Tax included



V \$1.94
Denim
Dungarees



Y 3 Aprons
for \$1.98



S 99c



W 98c



Z 94c
3 for \$2.75
Knit Rayon
Panty

N Kerrybrooke Shirt, washfast Sanforized broadcloth (max shrink 1%). Yoke front and back, reinforced buttonholes. Short sleeves. Sizes 12, 14, 16, 18, 20. State size. Shpg. wt. 9 oz.
7N1770—White \$1.54
7N1771—Pink 1.54
7N1772—Yellow 1.54
7N1773—Lt. blue 1.54

P Scarf of Misty Shear white rayon shadow plaid. She'll love its smoothness under her fur collar, its soft flattery. Priced right for your Christmas budget, too. Easy to keep sparkling clean, for it hand washes in a jiffy. Size about 17 x 44 inches. Shpg. wt. 3 oz.
88N4457—White 98c

R Notebook Bag fitted shoulder bag of calf-grained plastic. Fittings include looseleaf notebook with pencil, mirror, comb (each in its own pocket), built color turn lock. Rayon lined. Size about 9 1/2 x 6 in. Shipping weight 1 lb. 12 oz.
15N3786A—White (dk. red) 3.53
15N3069A—Blue 3.53
15N3787A—Brown Pr 99c

S Only 99c, reduced for this book. Warm, practical felt slipper. Leather tip. Padded sole, wedge heel. See felt content notice on page 106.
9C (medium) women's 4, 5, 6, 7, 8, 9. Please state size. Shpg. wt. 1 lb.
15N3786A—White (dk. red) 3.53
15N3069A—Blue 3.53
15N3787A—Brown Pr 99c

I Fruit-of-the-loom Square. Big, beautiful floral print on spun rayon at a gift-right Christmas price. Water-repellent. Hand wash. Size about 55 inches square. Shipping weight 1 lb. 12 oz.
88N4750R—Red ground 98c
88N4751R—Yellow ground 98c
88N4752R—Medium blue ground Each 98c

U Seamed-back of Nylon Sheers. Reinforced toes, high spliced French heels. Seamless soles. Sheer, smooth, strong. Colors pastel nude, glaze mocha, morning mist, white. Sizes 8 1/2, 9, 9 1/2, 10, 10 1/2. State size, color. Shipping weight pair 3 oz.
84N711A..... Pair 97c
3 prs. \$2.75 6 prs. \$5.40

V Denim Dungarees Sears famous quality Sanforized (max. shrink, 1%). Two front pockets with copper rivets, bright stitching. Back yoke with pocket flaps, durable 6-oz. denim. Wash separately. Sizes 10, 12, 14, 16, 18, 20. Please state size. Shipping weight 1 pound.
7N973—Navy blue \$1.94

W 100% Wool Gloves, knit in novelty stitch. Snug ribbing at wrist. Hand wash. Sizes Small (6-6 1/2), medium (7-7 1/2), large (8-8 1/2). Length abt. 9 1/2 in. For How to Measure see page 89. State size. Shpg. wt. 4 oz.
88N5062—White 98c
88N5063—Brown 98c
88N5064—Red 98c

X Brocade Handle Pouch Handbag a glamour present at a budget-right price. She'll love the smart new lines—the gleaming patent-like plastic that wears like a dream. Gold-color metal frame; dress front tucks plenty of wonderful carrying space. Fabric lined. Mirror. Size abt. 10x8 in. Shpg. wt. 1 lb. 3 oz.
88N1519E—Black \$2.38
88N1520E—Red 2.38

Y Economy Package of Three Gift Aprons. One floral percale bib-top coverall with bright binding and rick-rack. Two gaily checked half apron trimmed with rick-rack and binding. Three festive chintz half apron with all-around binding, heart-shaped pocket. All three of these pretty aprons are washable cotton, have roomy patch pockets, fit up to size 20. Shpg. wt. 10 oz.
27N6227—Set of 3 aprons \$1.98

Z Knit Rayon Panty. Lavish cotton lace trim around flare leg openings. Smooth 2-bar tricot knit is run-proof. Double fabric crotch, elastic waist. Hand wash. Shipping weight each 6 oz. State size 36, 38, 40 in.
38N5086A—Black 98c
38N5076A—Tealrose 98c
38N5077A—Blue 38N5078A—White. Ea. 94c—3 for \$2.75

Sears and Celanese

Now two great names combine to bring you
our finest knit rayon Lingerie

... made to high Charmode specifications

- Runproof tricot fabric is rich, smooth . . . needs no ironing
 - Panties in sizes as accurate as dresses . . . more perfect fit
- Cut full for comfort . . . retain good fit after laundering
 - Beautifully styled and tailored . . . with "perfection" details
- Panties are cellophane-packaged . . . come to you daisy-fresh

*Knit Lingerie
Tailored Slips*

*But the dearest truest Christmas
Is the Christmas in the heart"*



Fill her Lingerie wardrobe with our
finest knit rayons . . . buy 3 and save!

Classic Slip in
Celanese knit rayon

A Elastic Leg Brief **85c** Ea
Elastic waist. *State 3 for \$2.45*
hip size 34, 35-36, 37-38,
39-40 in. Shpg. wt. ea. 6 oz.
38N5650 Tearose 38N5651 White
Each 85c . . . *Save!* Buy 3 for \$2.45

B Band Leg Brief. **85c** Ea
Elastic waist. *State 3 for \$2.45*
hip size 34, 35-36; 37-38
39-40 in. Shpg. wt. ea. 6 oz
38N5652 Tearose 38N5653 White
Each 85c . . . *Save!* . . . Buy 3 for \$2.45

Panty sizes accurate as
dresses . . . order by hip size

Hip Sizes	To Fit	
	Misses	Women
34 in.	4	3
35-36 in.	6	4
37-38 in.	8	6
39-40 in.	10	8
41-42 in.	12	10
43-44 in.	14	12
45-48 in.	larger sizes	
49-52 in.	larger sizes	

C Flore Leg Panty **\$1.00** Ea
Elastic waist. Fits *3 for \$2.85*
well with or without *Reg. sizes*
girdle. *State hip size 35-*
36; 37-38; 39-40; 41-42; 43-44 in.
Shpg. wt. ea. 6 oz

38N5654 Tearose 38N5655 White
Each \$1.00 . . . *Save!* Buy 3 for \$2.85
Larger sizes. State your hip size 45-
48; 49-52 in. Shpg. wt. ea. 6 oz
38N5656 Tearose 38N5657 White
Each \$1.25 . . . *Save!* Buy 3 for \$3.60

D Band Leg Panty **\$1.00** Ea
Elastic waist. Fits *3 for \$2.85*
well with or without *Reg. sizes*
girdle. *State hip size 35-*
36, 37-38; 39-40; 41-42, 43-44 in
Shpg. wt. ea. 6 oz

38N5658 Tearose 38N5659 White
Each \$1.00 . . . *Save!* Buy 3 for \$2.85
Larger sizes. State your hip size 45-
48; 49-52 in. Shpg. wt. ea. 6 oz
38N5660 Tearose 38N5661 White
Each \$1.25 . . . *Save!* Buy 3 for \$3.60

Famous Charmode **\$1.94** Ea
Classic quality in su-
perb 2-bar tricot knit *2 for \$3.80*
rayon. Feels and looks so rich . . .
needs no ironing. Takes plenty of wear
because it's runproof. Sleek 4-gore style
fits like a made-to-order dream
it's designed on Sears new proven
patterns for better fit. Double fabric
yoke front, back and under arms
gives extra long service. Perfect-fit
starts in yoke are sewn separately for
no-pucker smoothness. Nylon thread
in the major seams means you get
the long wear and elasticity that
only nylon can give
Double stitched adjustable straps are
made of firm rayon crepe. All points
of strain are bar-tacked
State bust size 32, 34, 36, 38, 40, 42,
44 in. Size Scale for Slips, page 96
38N4345 Pink 38N4346 White
Shpg. wt. ea. 8 oz. Ea \$1.94. 2 for \$3.80

Items on this page hand washable

Charmode Classic in 3 lengths . . .
best Slip we know of at the price

\$3.50 Rayon crepe
2 for \$6.75

\$4.65 Nylon



A
\$2.94
Reg. sizes

B
\$2.94

D
\$5.94

C
\$3.94

Charmode
THE ORIGINAL
OF
WOMEN'S
INTIMATE
APPAREL



3 lengths

Tall . . . up to 68 in.
Regular . . . up to 64 in.
Short . . . up to 61 in.

- Double fabric yoke at front, V-back and under the arms
- Double stitched bodice seams . . . covered inside skirt seams
- Sleek 4-gore style cut on exact 45-degree bias for fine fit
- Non-fray double needle hem . . . firmly sewn adjustable straps

Multifilament rayon crepe

Soft-as-silk to touch . . . shimmering with delicate highlights. Extra fibers in each yarn mean longer wear, extra smoothness. Hand wash. Shpg. wt. 8 oz. **\$3.50**
2 for \$6.75
Short. Up to 61 in. tall. *State bust size* 32, 34, 36, 38, 40 in.
38 N 3080—Pink 38 N 3081—White . . . Each \$3.50. 2 for \$6.75
Regular. To 64 in. tall. *State bust size* 32, 34, 36, 38, 40, 42, 44 in.
38 N 3079—Pink 38 N 3001—White. . . Each \$3.50. 2 for \$6.75
Tall. Up to 68 in. tall. *State bust size* 34, 36, 38, 40, 42, 44 in.
38 N 3082—Pink 38 N 3083—White . . . Each \$3.50. 2 for \$6.75

Multifilament nylon . . . individually boxed

Miracle fabric for long service, for luxurious silk-like texture. Gives practically endless wear, fussless care. Dries in a jiffy, needs no ironing. Hand wash. Shpg. wt. 10 oz. **\$4.65**
Short. Up to 61 in. tall. *State bust size* 32, 34, 36, 38, 40 in.
38 N 3019—Pink 38 N 3020—White . . . Each \$4.65
Regular. To 64 in. tall. *State bust size* 32, 34, 36, 38, 40, 42, 44 in.
38 N 3021—Pink 38 N 3022—White . . . Each \$4.65
Tall. Up to 68 in. tall. *State bust size* 34, 36, 38, 40, 42, 44 in.
38 N 3023—Pink 38 N 3024—White . . . Each \$4.65

Tailored to look as a gift Slip should . . .
to wear as a good Slip must . . . **\$2.94 to \$5.94**

A Built-up shoulder style with a new look of daintiness. Val-type cotton lace edges the neckline, front and back. Soft French-type rayon crepe. 4-gore style is straight cut—won't ride up. 3-in. hem. Hand wash. Shpg. wt. 8 oz. *State bust size* Regular sizes 34, 36, 38, 40, 42, 44 in.
38 N 3135—Pink 38 N 3136—White . . . Each \$2.94
Larger sizes 46, 48, 50, 52 inches
38 N 3137—Pink Each 3.59 **\$2.94**
Reg. sizes

C Scallops and embroidery put the feminine touch on a sleek tailored style. Gathered bodice has a sheer rayon net insert outlined with embroidery to match the trim midriff. Fashioned in multifilament rayon crepe—made with extra fibers in each yarn for extra softness, extra strength. Double needle straight back and hem. Adjustable straps. Hand wash. Shpg. wt. 8 oz. *State bust size* 32, 34, 36, 38, 40 in.
38 N 3017—Pink 38 N 3018—White . . . Each \$3.94 **\$3.94**

B Highlights of rayon satin at slim midriff and V-neckline . . . perfect tailored accent for the soft French-type rayon crepe. She'll like the smooth, streamlined fit of the bias cut skirt—ending in a 5-inch self ruffle to swish under her new feminine fashions! Double needle straight back conceals bra. Adjustable straps. Hand wash. Shpg. wt. 8 oz. *State bust size* 32, 34, 36, 38, 40 inches.
38 N 3133—Pink 38 N 3134—White . . . Each \$2.94 **\$2.94**

D Embroidered rosebud bouquet in four glowing pastel colors . . . luxury touch that will make this her favorite tailored slip. Val-type cotton lace puts a dainty finishing touch at gathered bodice, V-back and bias skirt. Made of Bur-mul multifilament rayon crepe . . . famous for silky softness plus amazing durability. Adj. straps. Hand wash. Shpg. wt. 8 oz. *State bust size* 32, 34, 36, 38, 40 in.
38 N 3370—Black 38 N 3369—Pink . . . Each \$5.94 **\$5.94**

Lace Trimmed Luxury Slips

Just the finest, fairest,
slips of a thing



B
\$2.94
Reg. sizes

C
\$2.94

D
\$2.94

E
\$3.94

F
\$3.94
Reg. sizes

Lacy Slips that look more than
they cost... \$2.79 to \$2.94 Regular sizes

A
\$2.79

A Deep "Cut-Out" Yoke of Alencon-type cotton lace—gorgeous under her sheer blouses. 3-inch self ruffle around smooth bias skirt. Long-wearing rayon satin. Double needle V-back. Adjustable straps. Hand wash. *State bust size* 32, 34, 36, 38, 40 in. **38N3331—Pink 38N3332—White. Shpg. wt. 8 oz. . . Each \$2.79**

B Sleek-Fitting 4-Gore Style, "Gift-lovely" with Alencon-type cotton lace—3 inches at bodice, 1 inch around bias skirt. Lustrous multifilament rayon satin. Double needle V-back. Adjustable straps. Hand washable. Shipping weight 8 ounces. *State bust size Regular sizes* 32, 34, 36, 38, 40, 42, 44 inches **38N3143—Pink 38N3144—White. . . . \$2.94**
Larger sizes 46, 48, 50, 52 inches **38N3147—Pink. Each \$2.94**

C Slick-as-a-Whistle Midriff Style—her favorite for smooth fit. Lavishly gilded with Alencon-type cotton lace—2½ in. deep at bodice and bias skirt. Shimmering multifilament rayon satin. Double needle V-back. Adjustable straps. Hand wash. *State bust size* 32, 34, 36, 38, 40 in. **38N3098—Pink 38N3099—White. Shpg. wt. 8 oz. . . Each \$2.94**

D Silk-Softness, Delicate Sheen... lovely multifilament rayon crepe in 3 colors! Trimmed with rich, 3-inch cotton lace at gathered bodice. Sleek bias skirt. Double needle, straight back and hem. Adjustable straps. Hand wash. Shpg. wt. 8 oz. *State bust size* 32, 34, 36, 38, 40 in. **38N3148—Black 38N3149—White 38N3150—Pink. Each \$2.94**

Give what she'd choose herself...

E Beribboned Comisole Top will thrill her with its dainty femininity. Ribbon beaded through 1½-inch Val-type cotton lace trims fitted bodice. Matching lace at straight back and straps. Multifilament rayon crepe... straight cut skirt won't ride up. Hand wash. *State bust size* 32, 34, 36, 38, 40 in. **38N3380—Pink 38N3381—White. Shpg. wt. 8 oz. . . Each \$3.94**

F Lavishly trimmed with 3½-inch Alencon-type cotton lace at bodice and skirt... luxurious accent for silky-soft multifilament rayon crepe. Bias skirt, double needle straight back. Adj. straps. Hand wash. *State bust size Regular sizes* 32, 34, 36, 38, 40 in. *Larger sizes* 42, 44, 46, 48, 50, 52 in. **38N3139—Pink 38N3140—White 38N3141—Pink 38N3142—White. Shpg. wt. 8 oz. . . . Each \$3.94**

Size Scale . . . How to Measure for Slips

		Regular length		Regular length	
Bust	Hip	including straps	Bust	Hip	including straps
32 in.	35 in.	45 inches	44 in.	47 in.	46½ inches
34 in.	37 in.	45¼ inches	46 in.	49 in.	46¾ inches
36 in.	39 in.	45½ inches	48 in.	51 in.	47 inches
38 in.	41 in.	45¾ inches	50 in.	53 in.	47 inches
40 in.	43 in.	46 inches	52 in.	55 in.	47 inches
42 in.	45 in.	46¼ inches			

MEASURE around body over fullest part of bust. Measure hips. If hips measure more than 4 inches larger than bust, order next larger size.



Charmode
WOMEN'S
INTIMATE
APPAREL

Slips laden with lacy frills . . . \$3.94

A Straight Cut Skirt . . . the style she picks for wearable comfort . . . because it won't ride up or twist. The gathered bodice is dipped deep in 3-inch Alencon-type cotton lace, front and back . . . so pretty under sheer blouses. Multifilament rayon crepe feels extra soft and smooth because it has extra fibers in each yarn. Double needle hem. Hand wash. Adjustable straps. Shipping weight 8 ounces. **\$3.94**
State bust size 32, 34, 36, 38, 40 inches.

38 N 3371—Pink 38 N 3372—White 38 N 3373—Black . Each \$3.94

B Feminine-as-a-Ruffle Twosome. Slip or petticoat alone makes a perfect gift . . . but she'll have real Christmas morning luxury if you give her the matching set! Shimmering rayon satin . . . frosted with daintest embroidered rayon net beaded in narrow, bow-tied ribbons. Hand washable

B Slip. Darted bodice accents a smooth bustline . . . inset midriff defines a trim waist . . . bias skirt falls in graceful folds. She'll love the 4-inch lace-effect rayon net trim, gathered like a ruffle around the skirt . . . and the matching 1 1/2-inch trim at V-neckline. Double needle V-back. Adjustable straps. State bust size 32, 34, 36, 38, 40 in **\$3.94**
38 N 3362M—Pink 38 N 3363M—White. Shpg. wt. 8 oz. . Each \$3.94

C Petticoat. Trimmed to peep prettily from her full skirts . . . a belle-of-the-ball ruffle in 4-inch beribboned rayon net! Matches slip above . . . fashioned in same fine quality rayon satin. Double elastic waistband hugs her waist smoothly. Bias cut skirt has plenty of flare and swing. 31 in. long. State waist size 26, 28, 30, 32 inches. **\$3.94**
38 N 3360M—Pink 38 N 3361M—White. Shpg. wt. 6 oz. . Each \$3.94

**Silken-smooth rayons
knee-deep in lace . . .
at \$4.94 and \$5.94**

D Exquisite Vol Type Cotton Lace hand clipped to bring out the full loveliness of the pattern. Imagine her delight when she sees 4 full inches of it trimming the bodice . . . and gathered like a ruffle 'round the bias skirt. Matching lace edges the straight back, too. Fashioned in multifilament rayon crepe . . . the silky-soft, "extra-fiber" fabric that gives such long service. Double stitched seams are ripproof, stay firm under plenty of wash and wear. Adjustable shoulder straps. Hand wash. Shipping weight 8 ounces. State bust size 32, 34, 36, 38, 40 in **\$4.94**
38 N 3092—Pink 38 N 3093—White . Each \$4.94

E Far more than just "A Touch of Lace!" Gorgeous feminine finery in 4 1/2 inches of rich Alencon-type cotton lace . . . at bodice, at straight back and all around the sleek-smooth bias skirt. You couldn't find a lovelier slip to give her the luxury look . . . it's a real "find" at this price. Fashioned in multifilament rayon crepe . . . many more fibers in each yarn for delicate smoothness, longer wear. Adjustable straps. Hand wash. Shpg. wt. 8 oz. State bust size 32, 34, 36, 38, 40 inches. **\$5.94**
38 N 3374—Black 38 N 3375—White 38 N 3376—Pink Each \$5.94

F Rainbow Pastels in Rayon Crepe-back Satin. Thrillingly lovely multifilament fabric . . . combines the rich shimmer of satin with the silky-softness of crepe. Trimmed so luxuriously, she'll say it's almost too pretty to hide! Alencon-type cotton lace, shaped to look like expensive applique, gilds the smooth bodice and straight back . . . curves up the bewitching 12-inch slit front. Sleek inset midriff, bias skirt. Adjustable straps. Hand wash. Shpg. wt. 8 oz. State bust size 32, 34, 36, 38, 40 inches. **\$5.94**
38 N 3377—Pink 38 N 3378—Opaline (ivory) 38 N 3379—Blue Each \$5.94



A \$4.94

Give her the magic of

Nylon

Petal-soft tricot knit that wears for years . . . dries in minutes . . . and shakes out wrinkles!



B \$1.49
2 for \$2.85

C \$1.98
2 for \$3.85



D \$3.94

E \$2.94

Charmade
WOMEN'S INTIMATE APPAREL

Knit Rayon Slips . . . exquisite with frilly ruffles and lace

A Knit Nylon Tailored Slip \$4.94 for sleek fit, marvelous service. Darted bustline, slim waist mold the figure smoothly, skirt has 4 gores, for easy grace. Another mark of quality—1½-inch self-fabric facing at V-front and back. Adj straps. Hand wash. Boxed Shpg. wt. 10 oz. *State bust size* 32, 34, 36, 38, 40, 42 in 38 N 4364-Pale pink 38 N 4365-White. Each \$4.94

B Knit Nylon Band Leg Brief. Double crotch, nylon elastic waist. Hand wash. *State hip size* 30-34; 35-38, 39-40 in 38N5127-White. Shpg wt. ea. 6oz Each \$1.49 *Save!* 2 for \$2.85

C Knit Nylon Flared Panty. Double crotch, nylon elastic waist. Hand wash *State hip size* 32-36, 37-40, 41-44 in 38N5128-White. Shpg wt. ea. 6oz Each \$1.98 *Save!* 2 for \$3.85

D Princess Style. Figure-molding lines for graceful fit! 3-inch cotton lace on bodice, straight back, skirt. Adj. rayon crepe straps. Run-proof 2-bar tricot Hand wash *State bust size* 32, 34, 36, 38, 40, 42, 44 in 38 N 4274-Pink 38 N 4275-White. Shpg. wt. 8 oz. Each \$3.94

E Basque Bodice. Fully gathered for figure flattery. Beautiful cotton lace, 3 in. wide, trims neckline, straight back. Adj straps. Runproof 2-bar tricot Hand wash. *State bust size* 32, 34, 36, 38, 40, 42, 44 in 38 N 4272-Pink 38 N 4273-White. Shpg. wt. 8 oz. Each \$2.94

F Camisole Style. Scalloped Alençon-type cotton lace on bodice, straight back. Val-type cotton lace edges straps and 3-in. ruffle. Runproof 2-bar tricot. Hand wash. Shpg. wt. 8 oz. *State size* 32, 34, 36, 38, 40 in 38 N 4256-Pink 38 N 4257-White 38 N 4258-Blue Each \$3.29

Measure for Slips, see Size Scale on page 97
Measure for Panties around fullest part of hips



G 94C
3 for \$2.75

Pay as little as 59¢ for the luxury she loves . . . fancy knit rayon Panties

All styles have double fabric crotch, elastic waistband. Hand wash

H **G** Panty. Luxurious cotton lace trim. Smooth, runproof 2-bar tricot. Shpg. wt. ea. 6 oz. *State hip size* 36, 38, 40 in 38N5086-Black 38N5076-Tearose 38N5077-Blue 38N5078-White 94C Ea. 3 for \$2.75

H Brief. Cotton elastic lace ruffles. Striped 1-bar tricot Shpg. wt. ea. 6 oz. *State hip size* 30-34; 35-38; 39-40 in 38N5004-Tearose 38N5005-White 38N5006-Blue 59C Ea. 3 for \$1.70

J Finer fabric and lace, style as above. *State hip size* 30-34, 35-38, 39-40 in. 38N5339-Tearose 38N5340-White 38N5341-Blue 38N5342-Yellow Shipping weight each 6 ounces Each 94c *Save!* 3 for \$2.75

J Brief. Band leg style, dainty cotton lace trim. Runproof 2-bar tricot *State hip size* 30-34, 35-38, 39-40 in 38N5360-Tearose 38N5361-White 85C Ea.

Lingerie in Knit Rayon and Nylon

"Now are your wishes come true.
come true. And open your arms
to welcome the new"



**\$1.94 to \$4.49 buys a dream Gown
for your Christmas angel . . . pick a
rainbow color in soft knit rayon**

- A** Shirred to look like smocking at front midriff and bodice—a luxury touch that drapes the fabric so richly. Ruffles at demure round neck and tiny sleeves. Straight back, half belt. Runproof 2-bar tricot 54 in. long. Hand wash. Shpg. wt. 10 oz. *State bust size 32, 34, 36, 38, 40 in.* 38N2607-Tearose 38N2608-Turquoise blue 38N2609-Yellow . . . Each \$4.49
- B** Show off a tiny waist with dainty cotton lace midriff. Narrow matching lace circles the "cameo" neckline and armholes. Rich, runproof 2-bar tricot fabric is draped becomingly. Straight back, half belt. 54 in. long. Hand wash. Shpg. wt. 10 oz. *State bust size 32, 34, 36, 38, 40 in.* 38N2600-Tearose 38N2601¹-Light blue 38N2602-Yellow . . . Each \$3.94
- C** Deftly draped in Grecian style. Rich cotton lace outlines bodice, shirred for molded fit . . . skirt falls in graceful folds. Double fabric straps . . . self binding on V-back. Runproof 2-bar tricot knit rayon. 54 in. long. Hand wash. Shpg. wt. 10 oz. *State bust size 32, 34, 36, 38, 40 in.* 38N2603-Tearose 38N2604-Light blue 38N2605-White . . . Each \$3.94
- D** Sassy stripes highlight a smart classic. Deep inset midriff, gathered bodice, graceful bias skirt. 1-bar tricot knit rayon resists runs. 54 in. long. Hand wash. *State bust size 34, 36, 38, 40, 42 inches.* 38N2555-Tearose 38N2556-Light blue Shpg. wt. 10 oz. . . . Each \$2.94
- E** Looks more than its price. Tailored with sleek-smooth midriff, gathered bust sections, V-back. Circular knit rayon. 54 inches long. Hand wash. *State bust size 34, 36, 38, 40, 42 inches.* 38N2558-Tearose 38N2559-Light blue Shpg. wt. 12 oz. . . . Each \$1.94
- F** Yes, in larger sizes—beautifully styled with lovely cotton lace at deep V-front, back and armholes. Full gathered bodice. Self belt. Runproof 2-bar tricot. 54 in. long. Hand wash. *State bust size 42, 44, 46, 48 in.* 38N2610-Tearose 38N2611-Light blue Shpg. wt. 11 oz. . . . Each \$4.49

B
\$3.94

A
\$4.49

C
\$3.94

For Sears convenient Easy
Payment Plan, see page 243

Charmode

THE EASY WAY

TO BUY

WOMEN'S
INTIMATE
APPAREL

\$6.94

\$5.94

A

B

C

D

E

F

\$6.94

For \$15.94 . . . the 3-piece Set she'll cherish . . . Matched Lingerie

Be a smart Santa . . . choose our "ivory and lace" to thrill any feminine heart. There's a moonlit shimmer in the ivory-tinted rayon satin . . . exquisite luxury in the Chantilly-type rayon lace. Look at its pattern delicate as dream-flowers, yet quality-made for longest service. Give this set and watch her delight on Christmas morning she'll have something truly lovely to wear all year 'round.

\$15.94
3-pc. Set

A The Gown. Chantilly-type lace accents neckline and waist forms wide shoulder straps . . . sweeps 'round skirt to a deep slit front. Hand wash. 56 in. long. *Sizes 32, 34, 36, 38-inch bust*

B The Slip. Chantilly-type lace decorates bodice front, back makes a lovely hemline and clever slit front. Hand wash. *Sizes 32, 34, 36, 38-inch bust. (See Size Scale on page 97.)*

C The Panty. Chantilly-type lace trim at legs. Double fabric crotch, elastic waist. Hand wash. *Sizes 32, 34, 36, 38-inch hip*
3-piece set. *State bust size for Gown and Slip, hip size for Panty*
38 N 1450—Ivory color. Shpg. wt. 1 lb. 1 oz. . . . 3 pc. Set \$15.94

100 . . . SEARS, ROEBUCK AND CO. FT. BIRMINGHAM

Sheer witchery . . . a cloud of misty rayon . . . a froth of delicate lace

D Glamorous! Rainbow pastels in Bemberg rayon sheer. Matching cotton lace is beaded with rayon satin ribbon at front straps and midriff . . . with ribbon tie in back! Cap sleeves, surplice back and front. 57 in. long. Hand wash. *State bust size 32, 34, 36, 38, 40 in.* 38N1412—Pink 38N1413—Blue. Shpg. wt. 8 oz. . . \$6.94

E Appealing! Gay bouquet print on rayon sheer. Lovely cotton lace curves from sweetheart neck onto cap sleeves and across back . . . accents front midriff. Hand wash. 57 in. long. *State bust size 32, 34, 36, 38, 40 in.* 38N1405—Pink ground 38N1407 Yellow ground 38N1406—Blue ground. Shpg. wt. 9 oz. . . \$5.94

F Dramatic! Fitted "ballerina" bodice of rich cotton lace . . . atop the dirndl-effect skirt of Bemberg rayon sheer. Cotton lace-edged slit at front hem. Ribbon bow trimming. 57 in. long. Hand wash separately. Shpg. wt. 9 oz. *State bust size 32, 34, 36, 38, 40 in.* 38N1415—Black 38N1414—Lime green Ea. \$6.94

Order on Easy T . . . monthly . . . \$43

Matching Lingerie Luxury Gowns

"There is a magic in their spell
That turns the heart to gold"

\$7.94

\$6.94

\$5.94

\$7.94

For \$5.94 to \$7.94

Gowns in sugar 'n' spice styles
to pretty up her dreamtime

A The luxury she loves. Elegant touches of rich cotton lace... in the sweetheart "bertha" collar to frame her face... in the slim midriff to accent her waist in a gathered ruffle to swish at her toes. She'll love the fabric, too... fine quality rayon satin with a soft sheen, creamy texture. Lace-trimmed back in slit to waist—so easy to put on. Hand wash. 57 in. long. Shpg. wt 9 oz. *State bust size 32, 34, 36, 38, 40 inches.* 38N1456-Pale blue 38N1457-White \$7.94

B A dream of a gift. Soft as silk to touch... multifilament rayon crepe with a "ball gown" bounce and exquisite trimmings of embroidered rayon net. Interwoven ribbons of lustrous rayon satin tie in big bows. Bodice is daintily gathered from waist... straps are cleverly slit at front. Self-fabric back belt. Hand wash. 57 in. long. Shipping weight 11 ounces. *Please state bust size 32, 34, 36, 38, 40 inches.* 38N1420-Pale pink 38N1421-White.. \$7.94

C She'll look like a dream come true. Angel-soft pastels, winged with white Val-type cotton lace in four rows at the bodice... two rows round the dirndl skirt... one row edging the hemline. Smooth figure flattery, too... bodice is softly shirred and the skirt flows full from a tiny waist. Self fabric belt... slit shoulder straps. Surplice back. Fashioned in silky-smooth multifilament rayon crepe. Hand wash. 57 in. long. *State bust size 32, 34, 36, 38, 40 in.* 38N1454-Pale pink 38N1455-Pale blue. Shpg.wt. 10 oz... Each \$7.94

D Sophisticated figure flattery. Richly patterned cotton lace fashions the bodice... with clever diamond "cut-out" for bare-midriff effect! Perfect accent for the graceful sweep of fabric lustrous multifilament rayon crepe. Tiny ribbon bow at front, surplice V-back. Hand wash. 57 in. long. *State bust size 32, 34, 36, 38, 40 in* 38N1422-Pale blue 38N1423-Pale yellow. Shpg wt. 9 oz... Each \$6.94

E Ruffles from top to toe. Dainty self-ruffles frame the lovely cotton lace shoulder straps... and top the 5-inch skirt flounce. Lacy luxury in the bodice trimming, front and back. Flattering inset midriff, dirndl-effect skirt, two bows at straps. Gleaming rayon satin. Hand wash. 57 in. long. *State bust size 34, 36, 38, 40 in* 38N1481-Pale pink 38N1482-Pale blue. Shpg.wt. 12 oz... Each \$5.94

Measure for Gowns around body over fullest part of bust. Order bust size nearest measurement

Nightwear, Bed Jackets, Shoulderettes, Bed Socks

"And all are excited
and no one is slighted
And everyone merrily sings"



Bed Jackets . . . 100% cozy-warm virgin wool

Yoke style. Dainty white knit edging around neck. 2 rayon satin bows $\frac{3}{4}$ -sleeves. *State bust size med (34-36) in.; large (38-40) in.*
38N7831 Pink 38N7832 Blue
Hand wash. Shpg. wt. 11 oz. **\$2.89**

Round neck style. Simulated hand knit looks expensive. Long full sleeves. 2 rayon satin bows. *State bust size med. (34-36); large (38-40) in.*
38N7834 Pink 38N7835 Blue
Hand wash. Shpg. wt. 11 oz. **\$3.89**



Shoulderettes . . . protect arms and shoulders

Light 100% new wool. Soft, sheer "chill-chasers." Fancy stitch, rayon satin ribbon at collar. Knit cuffs. *One size—34 to 40-in. bust*
38N7825 Pink 38N7826 Blue
Hand wash. Shpg. wt. 7 oz. **\$1.94**

Better 100% new wool. Fine quality, warm and fluffy. Simulated hand-knit. Be-ribboned collar, knit cuffs. *One size—34 to 40-in. bust*
38N7828 Pink 38N7829 Blue
Hand wash. Shpg. wt. 7 oz. **\$2.89**

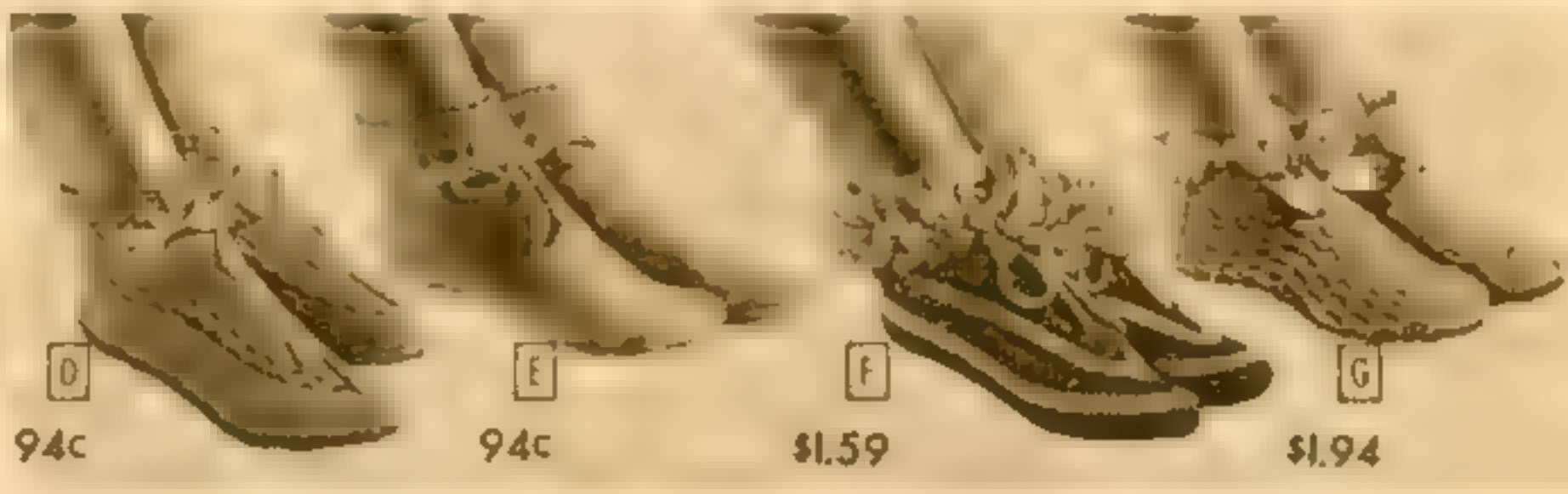


At little price . . . gleaming, lacy Gowns . . . or a charming Bed Jacket **\$3.94** Each

A Rayon satin Gown. Pretty-as-a-picture neckline, framed with 2 rows of Alençon-type cotton lace. Smart V-shaped inset midriff makes the waist look trimmer. Bias cut skirt surplice V-back. Good quality rayon satin. Hand wash. 54 in. long. Boxed Shpg. wt. 13 oz. *State bust size 34, 36, 38, 40, 42, 44 in.*
38N1465 Pale pink
38N1466 Pale blue **\$3.94**

B Rayon satin Gown. Flatters lovely shoulders with straps and ruffled cap sleeves of rich cotton lace. Matching lace forms the curved midriff . . . dainty gathers give bodice fullness. Bias skirt, surplice front, V-back. Lustrous, durable rayon satin. Hand wash. 54 in. long. Shpg. wt. 10 oz. *State bust size 34, 36, 38, 40, 42 in.*
38N1491 Tearose
38N1492 Pale blue **\$3.94**

C Rayon crepe Bed Jacket. She's always wanted an utterly feminine style like this! Silky-soft multifilament rayon crepe . . . lovely cotton lace at waist gives a ruffled peplum effect. Ribbon drawstring. Deep shirring at shoulders and $\frac{3}{4}$ -sleeves. Hand wash. Shpg. wt. 7 oz. *State bust size small (32-34), med. (36-38); large (40-42) in.*
38N2535 Pale pink
38N2536 Pale blue **\$3.94**



D
94c

E
94c

F
\$1.59

G
\$1.94

Bed Socks for warm comfort . . . hand washable wool yarns

D 100% virgin wool low cuff **94c** Pr.
Ribbon tie. *One size fits all*
38N7837 Pink 38N7838 Blue. Shpg. wt. 4 oz

E Gray stripes. 51% wool, 49% cotton. *One size. Boxed*
38N7844-Rose 38N7845-Blue. Shpg. wt. 4 oz

F Put-stitched high cuff 100% virgin wool worsted. Knit string tie. *One size fits all* **94c** Pr.
38N7814-Tearose 38N7815-Light blue
38N7816-Orchid. Shipping weight 4 oz

G Bed "shoes" for lounging, sleeping. 100% virgin wool. Lacy stitch, all hand crocheted, contrasting ribbon. *One size fits all.* Shpg. wt. 4 oz
38N7840 **\$1.94** Pr.

Charmode

THE EIGHT WAY
SAY IT

WOMEN'S
INTIMATE
APPAREL

Jamarettes

Charmode-tailored smartly as brother's! Sanforized . . . won't shrink over 1%

\$3.94
Each



**Sanforized Flannelettes
won't shrink more than 1%**

A Flannelette Slumber Coat. Cute as a wink . . . \$2.94
new youthful style for sleeping or lounging. Wear it for comfy warmth on chilly nights . . . and she'll love it as a short robe over pajamas or gowns. Fluffy-warm Simtex flannelette, Sanforized so it won't shrink more than 1% . . . pre-washed for extra softness. Woven checks come in delicious ice-cream pastels, vat-dyed to keep their fresh colors. Casual sports collar, roomy hanky pocket, cozy long sleeves. Major seams are double stitched to give plenty of wear. 5 buttons. 34 in. long. Washable. *State bust size 34, 36, 38, 40 in.* 38 N 262—Pastel checks. Shpg. wt. 13 oz. Each \$2.94

B Flannelette Gown. Wonderful for Christmas \$2.94
giving! Practical for its cozy warmth—yet Reg sizes daintily feminine with bright bouquet print and self-ruffled collar. Sanforized flannelette won't shrink over 1% . . . pre-washed for fleecy-soft nap. Double fabric yoke gives extra warmth over shoulders and chest. Full straight cut is so comfy for sleeping—won't bind or pull. 3-button opening 54 inches long. *State bust size wanted*
Regular sizes 34, 36, 38, 40 in. Larger sizes 42, 44, 46, 48 in.
Shipping weight 15 oz. Shipping weight 1 lb
38 N 263—Print. Each \$2.94 38 N 264—Print. Each \$3.25

You can't go wrong, buying Jamarettes for the \$3.94
'tailored' Miss or Mrs. on your Christmas list. Each She'll note their *casual smartness* . . . the neat set of the shoulders, trim cut of the trousers. After one wearing, she'll know *pajama fit that's hard to beat* . . . because Jamarettes are designed for easier, freer movement, full cut for utmost comfort. She'll see at a glance the "extra" features that mean sterling quality.

- Famous AMERITEX prints . . . vat-dyed to stay new-looking
- Silky-soft cotton broadcloth . . . 160 threads per square in
- "Laundry-proof" Gripper Fasteners at adj. trouser waist
- Double fabric "back patch" at jacket top—gives longer wear
- Major seams are double stitched, ripproof, for extra service
- Coat belt has silky rayon fringe trim; crisp collar, pocket

C Scroll Print. Swirling, softly blended pastels with misty gray. Washfast. *State bust size 32, 34, 36, 38, 40 in.*
38N1108—Pink and gray 38N1109—Blue and gray
38N1110—Yellow and gray Shpg. wt. 1 lb. . . . Ea. \$3.94

D Ombre style ploid. White "crossbars" on rainbow pastel backgrounds. Washfast. *State bust size 32, 34, 36, 38, 40 in.*
38N1111—White on pink 38N1112—White on blue
38N1113—White on pale green. Shpg. wt. 1 lb. . . . Each \$3.94



Mr. and Mrs. gift idea!
Man-tailored Pajamas in the same crisp style, same fine broadcloth fabric, *identical patterns!* Colors in men's pajamas are slightly deeper. Make up a set—they'll enjoy these pajamas for seasons to come Order women's pajamas at left; order men's pajamas from page 12.

MEASURE for Nightwear and Bed Jackets around body over fullest part of bust, order size nearest measure

WishbookWeb.com



Watch her eyes sparkle
when she finds three pairs

Royal Purple
THE RIGHT WAY
TO SAY
WOMEN'S
HOSIERY

Most welcome gift of all . . .
Our newest, finest, filmiest

Royal Purple Nylons

with exclusive "Carefree" finish . . .
65% more snag resistant than the best
of other leading brands tested
Full fashioned . . . proportioned to fit

Pair \$1.69 3 pairs with gift pack \$4.75

Gift nylons she will wear during the holidays . . . and way after . . . for no other stockings made combine such exquisite "sheer as a bubble" beauty with such unusual durability. They're the sheerest you can buy treated with the exclusive "CAREFREE" process that lengthens their life to such a degree she can wear them every day without feeling too extravagant.

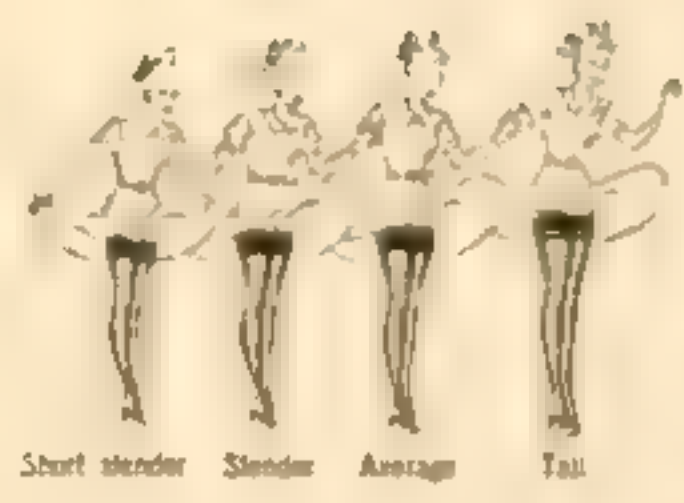
The scientific "CAREFREE" process smooths down and seals all the tiny, fuzzy fibers, protects the fabric against damaging snags, cuts down 90% of runs resulting from snags. All nylon, knit in a very high gauge, flawlessly clear in texture, wonderfully dull. Reinforced heels, toes, tops. Shpg. wt. pair 2 oz.

Colors smokecloud, autumn dusk, deep dawn, winemist. Please state color, size, catalog number; check figure type chart at right.

- 86 N 833—Short-slender. Sizes 8 1/2, 9, 9 1/2.
- 86 N 831—Slender. Sizes 9, 9 1/2, 10, 10 1/2.
- 86 N 835—Average. Sizes 8 1/2, 9, 9 1/2, 10, 10 1/2.
- 86 N 832—Tall. Sizes 9 1/2, 10, 10 1/2, 11.

Pair \$1.69 } It's smart economy to buy 3 pairs \$4.75

Pamper her with a Royal Purple "glamour pack" containing 3 pairs . . . it makes a truly IMPRESSIVE gift. Color descriptions on opposite page.



Short-slender Slender Average Tall

✓ check foot size ✓ check height
✓ check weight in figure type charts below for the best hosiery fit possible. (If in doubt about HER type, order average . . . 5 out of 10 women can wear average.)

If your Foot size is	If your Height is	If your Weight is	Order Style
8 1/2	4 ft. 8 in. to 5 ft. 2 in.	90-110	Short-slender
8 3/4	5 ft. 2 in. to 5 ft. 7 in.	115-135	Average
9	4 ft. 9 in. to 5 ft. 2 in.	90-112	Short-slender
9	5 ft. 2 in. to 5 ft. 7 in.	90-125	Slender
9	5 ft. 2 in. to 5 ft. 7 in.	125-150	Average
9 1/4	4 ft. 11 in. to 5 ft. 3 in.	95-118	Short-slender
9 1/2	5 ft. 3 in. to 5 ft. 7 in.	95-128	Slender
9 1/2	5 ft. 3 in. to 5 ft. 7 in.	128-160	Average
9 1/2	5 ft. 7 in. to 6 ft. 1 in.	161-185	Tall
10	5 ft. 3 in. to 5 ft. 7 in.	100-135	Slender
10	4 ft. 3 in. to 5 ft. 7 in.	130-165	Average
10	5 ft. 7 in. to 6 ft. 1 in.	166-190	Tall
10 1/2	5 ft. 1 in. to 5 ft. 7 in.	100-135	Slender
10 1/2	5 ft. 3 in. to 4 ft. 7 in.	135-170	Average
11	5 ft. 7 in. to 6 ft. 2 in.	171 and over	Tall
11	5 ft. 7 in. to 6 ft. 2 in.	171 and over	Tall



Every 3 pair purchase of Royal Purple Nylons sent to you with brilliantly colored gift pack

Royal Purple Hosiery

...ultra-sheer and sheer nylons

It's silky smooth as any rose
What can it be do you suppose?



Slenderizing, tantalizing black heels and seams

Flattering black heels on sheer, sheer Royal Purple Nylons

Because SHE loves the new, the glamorous, the exciting, she will treasure a gift of these fashion-inspired nylons. Outrageously sheer with black heels and seams that stand out in bold contrast to focus attention on a well turned ankle (so important these days of longer skirts). Full fashioned to fit perfectly; fine hairline seams in black slenderize, beautify. Very finely knit in a high gauge, ultra-sheer, flawlessly clear. Reinforced heels, toes, double tops. Shpg. wt. pair 2 oz.

Colors autumn dusk, smokecloud. Sizes 8½, 9, 9½, 10, 10½. 86 N 816—State size, color..... Pair \$1.79 3 pairs with gift pack \$5.00

\$1.79 Pr.
3 prs. \$5.00

Royal Purple Hosiery Color Chart

High styled colors in smart accord with today's frankly feminine fashions—versatile tones, every one of them—ranging from illusive smoky shades to animated suntones. Sheerest stockings come in deeper tones.

- Smokecloud—discreet misty gray shade
- Deep dawn—dashing "off-brown-black" combination
- Autumn dusk—distinctive deep brownish taupe
- Wine mist—rich, warm wine-brown tone
- Morning mist—light taupe (tan overcast on gunpetal)
- Glance mocha—radiant brown, smart with brilliant tones
- Pastel nude—glowing suntone, fine with browns

All colors not listed in all styles. Be sure color you want comes in style ordered. Check individual descriptions.



"You dear Santa... just what I wanted to wear with my suits"

Royal Purple RUNPROOF Nylons . . . full fashioned for perfect fit

If she's the "active type" and very fashion conscious, these run-proof nylons rate high on her "what I want for Christmas" list. Pinpoint mesh stitch is locked in . . . even if stocking is damaged the hole will not run. Stitch is so fine it's scarcely visible on the leg. All nylon . . . no weak spots anywhere. Very sheer because of the open stitch, actually they're made of heavier yarns than are plain knit stockings of comparable weight. Reinforced heels, toes, double tops. Full fashioned, neatly seamed in back. Shipping weight pair 3 ounces.

Colors morning mist, glance mocha. Sizes 8½, 9, 9½, 10, 10½. State size, color. 86 N 808 Pair \$1.59 3 pairs with attractive gift pack \$4.50

\$1.59
Pair
3 prs. \$4.50

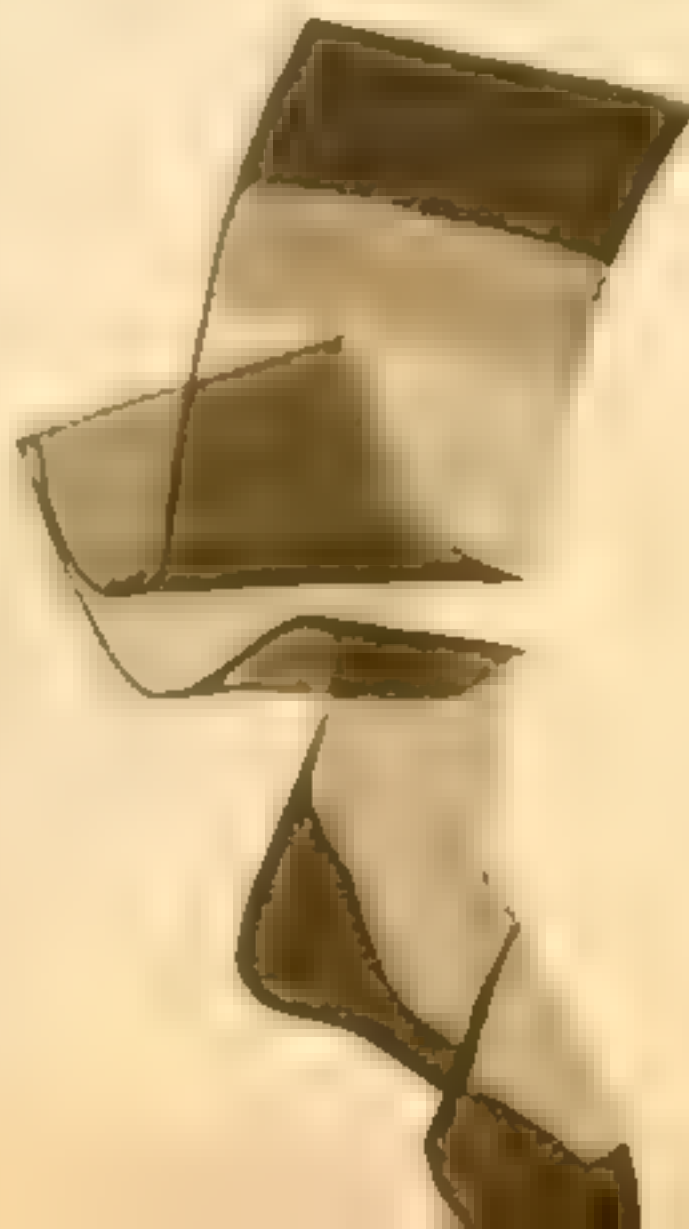
Practical sheer weight Full fashioned to fit

Unbeatable for all occasions' wear . . . the kind of stockings she'd buy for herself, the kind she needs in her wardrobe.

Beautifully dull which makes their smart colors even lovelier . . . fine quality in every detail. All nylon knit in a high gauge so they're sheer, strong and clear. Full fashioned, evenly seamed in back. Reinforced heels, toes, tops. Shipping weight pair 3 ounces.

Colors glance mocha, morning mist, pastel nude. Sizes 8½, 9, 9½, 10, 10½. Please be sure to state size and color wanted. 86 N 814 Pair \$1.39 3 pairs with gift pack 3.95

\$1.39
Pair
3 prs. \$3.95





F
\$5.45

G
\$3.98



H
\$1.39

J
\$2.49



K
\$1.88

L
\$1.88

**She'll enjoy relaxing in any of these
"toe-toasters" . . . Warm lined
leather, felt and rayon velvet**

F Give her warmth and delightful comfort. Soft kidskin zip boot; deep matching shearling cuff. Natural color shearling lining. Sturdy leather sole, rubber heel
• C (medium) women's and misses' sizes 5, 6, 7, 8, 9. No half sizes. Please state size. Shpg. wt. 1 lb
15 N 3708—Brown kid. . . . Pair \$5.45

H Something smooth for mother or sister; colorful felt slipper. Natural shearling collar, warm around ankle. Padded sole, heel
• C (medium) women's and misses' sizes 4, 5, 6, 7, 8, 9. No half sizes. Please state size. Shpg. wt. 1 lb
15 N 3153—Medium blue
15 N 3154—Wine (dk. red) Pair \$1.39

K If she loves her comfort, choose this soft warm felt slipper with gaily checked rayon velvet collar, rayon pompon. Leather sole, rubber heel.
• C (medium) 4, 5, 6, 7, 8, 9. No half sizes. State size. Shpg. wt. 1 lb
15 N 3613—Wine (dark red)
15 N 3668—Brown
15 N 3683—Blue Pair \$1.88

G She'll like this crushed leather boot with its turn-down collar and lining of warm shearling. Leather sole, flat rubber heel
• C (medium) 5, 6, 7, 8, 9. No half sizes. State size. Shpg. wt. 1 lb
15 N 3839—Wine (dark red)
15 N 3838—Blue
15 N 3707—Brown Pair \$3.98

J Wonderful for Christmas gifts, for yourself. Low back felt slipper, cuffed in front with electrified shearling. Padded sole, heel
• C (medium) women's and misses' sizes 4, 5, 6, 7, 8, 9. No half sizes. Please state size. Shpg. wt. 1 lb
15 N 3739—Blue
15 N 3740—Wine (dk. red) Pair \$2.49

L Inexpensive gift suggestion. Two-tone excellent grade felt slipper. High squared vamp, fluffy rayon pompon, picated collar. Wedge heel, padded sole
• C (medium) women's and misses' sizes 4, 5, 6, 7, 8, 9. No half sizes. Please state size. Shpg. wt. 1 lb.
15 N 3742—Wine (dark red)
15 N 3741—Blue Pair \$1.88



Kerrybrooke
THE WAY
TO LASTING
**WOMEN'S
SHOES**

**For the luxury-loving . . . slippers
and scuffs of deep shearling . . .
electrified for soft silk-like feel**

SLIPPERS DESCRIBED BELOW ARE ILLUSTRATED ON OPPOSITE PAGE

M Adorable gifts electrified shearling scuffs. Cross band vamp, shearling heel pad. Cotton faille platform, leather sole and heel
• C (medium) women's 4, 5, 6, 7, 8, 9. No half sizes. State size. Shpg. wt. 1 lb
15 N 3077—Light blue
15 N 3078—Pink
15 N 3080—White
15 N 3079—Red. Pair \$2.98

N Gifts for the glamorous. Softly feminine scuffs. Electrified shearling vamp and heel pad. Cotton faille-covered cushion platform, leather sole and wedge heel
• C (medium) women's 4, 5, 6, 7, 8, 9. No half sizes. State size. Shpg. wt. 1 lb
15 N 3894—Blue
15 N 3897—White
15 N 3895—Red. Pair \$3.45

P Lovely gift choice dainty scuffs. Electrified shearling vamp and shearling back strap. Cotton faille-covered platform, leather sole, heel
• C (medium) women's 4, 5, 6, 7, 8, 9. No half sizes. State size. Shpg. wt. 1 lb.
15 N 3008—Light blue
15 N 3009—Pink
15 N 3082—Medium blue
15 N 3081—White. Pr \$3.98

Colorful beauties . . . live a long, useful life

R Bridge slippers . . . smooth leather, imitation patent trim. Cotton corduroy platform, soft padded sole.
• C (medium) 5, 6, 7, 8, 9, 10. No half sizes. State size. Shipping. wt. 1 lb.
15 N 3062—Blue and black
15 N 3063—Red and black
Pair. \$1.98

T Bow-trimmed high vamp bridge slipper. Fine quality foot-caressing kidskin. Leather sole, 1 1/4-inch heel
• C (med.) 4, 4 1/2, 5, 5 1/2, 6, 6 1/2, 7, 7 1/2, 8, 8 1/2, 9
State size. Shpg. wt. 1 lb
15 N 3015—Blue
15 N 3016—Wine (dk. red)
15 N 3017—Black. Pr \$4.49

V Smooth, flexible leather slipper; "shirred" around the high peaked vamp. Padded sole, low wedge heel
• C (med.) women's 4, 5, 6, 7, 8, 9, 10, 11. No half sizes. State size. Shpg. wt. 1 lb.
15 N 3840—Blue
15 N 3882—Wine (dk. red)
15 N 3841—Black. Pr \$2.29

W Women like this high quality kidskin boot. Shearling collar, natural shearling lining, leather sole, low heel
• C (med.) women's 5, 6, 7, 8, 9. No half sizes. State size. Shpg. wt. 1 lb.
15 N 3083—Blue
15 N 3084—Red. Pair \$5.45

X Lovely, warm electrified shearling low-backed scuff, for any girl or woman on your list. Padded sole, wedge heel
• C (med.) women's 4, 5, 6, 7, 8, 9. No half sizes. State size. Shpg. wt. 1 lb
15 N 3090—Medium blue
15 N 3091—Red. Pair \$1.98

Y English Import; our finest quality felt boot; rayon plush collar, wedge heel, padded sole
• C (med.) women's 4, 5, 6, 7. No half sizes. State size. Shpg. wt. 1 lb
15 N 3038—Pink
15 N 3039—Wine (dk. red)
15 N 3037—Lt. blue. Pr \$2.69

Z Becoming to any foot. Genuine moccasin in crushed leather with natural shearling collar and lining. Extra leather sole
• C (med.) women's 4, 5, 6, 7, 8, 9. No half sizes. State size. Shpg. wt. 1 lb
15 N 3152—White
15 N 3815—Blue
15 N 3816—Red. Pair \$2.98

FF Economical gifts. Bright red or blue pig-grained leather boots, matching shearling collar. Warm lined, padded sole, wedge heel
• C (med.) women's 4, 5, 6, 7, 8, 9. No half sizes. State size. Shpg. wt. 1 lb
15 N 3145—Blue
15 N 3146—Red. Pair \$1.98

GG She'll appreciate these pretty Fuzzy Wuzzys. Lustrous electrified shearling, smooth cotton felt lining. Padded sole and heel
• C (med.) women's 5, 6, 7, 8, 9. No half sizes. State size. Shpg. wt. 1 lb
15 N 3011—Medium blue
15 N 3012—Red. Pair \$2.79

HOW TO ORDER WOMEN'S, MISSES' SLIPPERS: Order same size as your shoe wherever slippers are listed in that size. If slipper comes in whole sizes only and you wear a half size, order as follows. For A, B and C shoe widths, order slipper half-size smaller than your shoe. For D and E shoe widths, order slipper half-size larger.
Due to slight variations, the fiber content of felt and wool is not stated in the catalog, but as required by the Wool Products Labeling Act, it is clearly marked on all felt and wool slippers.



\$2.98



\$3.45



\$3.98

Like little muffs for your feet . . . deep soft shearling \$2.98 to \$3.98



\$1.98



\$4.49



\$2.29



\$5.45



\$1.98



\$2.69



\$2.98



\$1.98



\$2.79

Slippers make wonderful gifts for men too, see four pages of styles to please any man, begin with page 44

PAGE 107 . . . WOMEN'S HOUSE SLIPPERS

WishbookWeb.com



\$2.98

\$2.59

\$3.88

\$1.98

\$1.98

\$1.98

\$2.98

Foot-flattering Lovelies . . . frankly frivolous



\$1.98



\$2.49

\$2.98



\$1.59

\$1.69



\$2.29



\$2.98



\$2.98

Gift Slippers, Scuffs . . . gloriously comfortable

Women's and Misses Slippers

"Little candles, bright are we Sparkling on the Christmas Tree"

Glamorous, feminine . . . Slippers and Scuffs Gifts to delight girls of any age

SEE OPPOSITE PAGE FOR ILLUSTRATIONS OF SLIPPERS DESCRIBED BELOW

- F** Like dancing slippers. Rayon satin, gold kid. Wedge heel, leather sole.
• C (medium) women's 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. *State size.* Shpg. wt. 1 lb.
15 N 3147—Medium blue and gold
15 N 3148—Red and gold
15 N 3149—Black and gold..... Pair \$2.98
- G** For Mother or Aunt Mary. Quilted slipper; padded sole, heel.
• C (medium) women's 4, 5, 6, 7, 8, 9. No half sizes. *State size.* Shpg. wt. 1 lb.
15 N 3074—Red rayon satin
15 N 3075—Black rayon satin
15 N 3073—Lt. blue rayon satin Pair \$1.98
- H** Fur "frosted" flowered pastel rayon satin scuffs. Cushion platform, back strap, wedge heel, leather sole.
• C (medium) 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. *State size.* Shpg. wt. 1 lb.
15 N 3112—Light blue
15 N 3113—Pink..... Pair \$2.59
- I** Leather beauty. Red or blue scuff. Cushioned platform, leather sole, leather lining and heel pad, wedge heel.
• C (medium) women's 4, 5, 6, 7, 8, 9. No half sizes. *State size.* Shpg. wt. 1 lb.
15 N 3136—Royal (medium blue)
15 N 3137—Red..... Pair \$3.88
- J** Rayon velvet gift scuff, luxurious white fur cuff. Open toe, stretchable back strap, wedge heel, leather sole.
• C (medium) 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. *State size.* Shpg. wt. 1 lb.
15 N 3150—Royal (medium blue)
15 N 3151—Wine (dark red) Pair \$2.98
- K** Rayon satin slipper. White fur cuff, platform, wedge heel, padded sole.
• C (medium) women's 4, 5, 6, 7, 8, 9. No half sizes. *State size.* Shpg. wt. 1 lb.
15 N 3139—Wine (dark red)
15 N 3140—Black
15 N 3138—Light blue Pair \$1.98
- L** Part rayon velvet slipper, gold color bow. Wedge heel, leather sole.
• C (medium) women's 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. *State size.* Shpg. wt. 1 lb.
15 N 3660—Royal (medium blue)
15 N 3661—Red
15 N 3662—Black Pair \$2.98
- M** Gift slipper of rayon satin. Soft platform, wedge heel, padded sole.
• C (medium) women's 4, 5, 6, 7, 8, 9. No half sizes. *State size.* Shpg. wt. 1 lb.
15 N 3684—Royal (medium blue)
15 N 3685—Wine (dark red)
15 N 3686—Black Pair \$1.98
- N** Ballet-type slipper, rayon satin, gold rayon bow, composition sole.
• C (medium) 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. *State size.* Shpg. wt. 1 lb.
15 N 3626—Light blue
15 N 3627—Red
15 N 3628—Black Pair \$1.98
- O** Impish scuff; rayon velvet with upward pointing toe, saucy little gold color bow. Wedge heel, leather sole.
• C (medium) 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. *State size.* Shpg. wt. 1 lb.
15 N 3880—Royal (medium blue)
15 N 3881—Black Pair \$2.49
- P** Feminine scuffs; nice gift for mother or sister. Quilted rayon satin, fluffy white fur cuff, wedge heel, padded sole.
• C (medium) women's 4, 5, 6, 7, 8, 9. No half sizes. *State size.* Shpg. wt. 1 lb.
15 N 3846—Royal (medium blue)
15 N 3847—Wine (dark red) Pair \$1.49
- Q** Inexpensive gift, comfortable, too. Felt slipper. Fringed collar, cut-out vamp trim, wedge heel, padded sole.
• C (medium) women's 4, 5, 6, 7, 8, 9. No half sizes. *State size.* Shpg. wt. 1 lb.
15 N 3143—Medium blue and gray
15 N 3144—Wine (dk. red) and gray Pr. \$1.59
- R** Rayon velvet gift scuff, luxurious white fur cuff. Open toe, stretchable back strap, wedge heel, leather sole.
• C (medium) 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. *State size.* Shpg. wt. 1 lb.
15 N 3150—Royal (medium blue)
15 N 3151—Wine (dark red) Pair \$2.98
- S** Exquisite scuff; rayon satin upper and lining, wedge heel, leather sole.
• C (medium) women's 4, 5, 6, 7, 8, 9. No half sizes. *State size.* Shpg. wt. 1 lb.
15 N 3132—Light blue
15 N 3134—Red
15 N 3135—Black Pair \$2.98
- T** Rayon satin slipper, embroidered. Cushion platform, wedge heel.
• C (medium) women's 4, 5, 6, 7, 8, 9. No half sizes. *State size.* Shpg. wt. 1 lb.
15 N 3752—Royal (medium blue)
15 N 3753—Red
15 N 3754—Black..... Pair \$2.29
- U** Foot-free comfort . . . flexible kidskin scuff, leather heel pad, padded leather sole, wedge heel.
• D (med. wide) women's, misses' sizes 4, 5, 6, 7, 8, 9. No half sizes. *Please state size.* Shpg. wt. 1 lb.
15 N 3058—Black . . . Pair \$2.69
- V** Rayon satin bridge slipper—high vamp, open toe, pretty foot-shortening bow. Low underwedge heel and leather sole. Shipping weight 1 pound.
• C (medium) women's sizes 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. *Please state size.*
15 N 3620—Royal (medium blue)
15 N 3622—Black Pair \$2.98
- W** Give easy-feeling leather slippers; peaked vamp, leather sole, 1-inch rubber heel.
• D (medium wide) women's 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9 and 10. *State size.* Shpg. wt. 1 lb.
15 N 3023—Black..... Pair \$2.98



FF \$3.98



HH \$2.95



KK \$2.69

Kerrybrooke

THE RIGHT WAY TO BUY

WOMEN'S SHOES

GG \$2.98

JJ \$2.95

LL \$2.98

Simply fashioned Leather Slippers and Scuffs . . . desirable gifts

- FF** Fine quality kidskin slipper. 1½-inch heel, leather sole.
• C (medium) women's 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. *Please state size.* Shpg. wt. 1 lb.
15 N 3018—Blue
15 N 3019—Black..... Pair \$3.98
- GG** A gift women appreciate. Black kidskin slippers. 1½-in. heel, sturdy leather sole.
• C (medium) women's 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. *Please state size.* Shpg. wt. 1 lb.
15 N 3755—Black Pair \$2.98
- HH** Soft, kidskin slipper; smart gift idea for any woman on your list. Wedge heel, padded sole.
• C (medium) women's, misses' sizes 4, 5, 6, 7, 8, 9. No half sizes. *Please state size.* Shpg. wt. 1 lb.
15 N 3854—Black..... Pair \$2.95
- JJ** Soft-as-moss kid slippers feel more like shoes. 1½-in. heel, padded leather sole.
• C (medium) women's, misses' 4, 5, 6, 7, 8, 9. No half sizes. *Please state size.* Shpg. wt. 1 lb.
15 N 3654—Black..... Pair \$2.95
- KK** Foot-free comfort . . . flexible kidskin scuff, leather heel pad, padded leather sole, wedge heel.
• D (med. wide) women's, misses' sizes 4, 5, 6, 7, 8, 9. No half sizes. *Please state size.* Shpg. wt. 1 lb.
15 N 3058—Black Pair \$2.69
- LL** Give easy-feeling leather slippers; peaked vamp, leather sole, 1-inch rubber heel.
• D (medium wide) women's 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9 and 10. *State size.* Shpg. wt. 1 lb.
15 N 3023—Black..... Pair \$2.98

HOW TO ORDER WOMEN'S SLIPPERS AND SCUFFS: Order same size as shoe wherever slippers are listed in that size. If slipper comes in whole sizes only and you wear a half size, order as follows: for A, B and C shoe widths, order slipper half-size smaller than your shoe. For D and E shoe widths, order slipper half-size larger than your shoe. Due to slight variations, the fiber content of felt and wool is not stated in the catalog, but as required by the Wool Products Labeling Act, it is clearly marked on all felt and wool slippers.



Cotton Brunch Coats

A Carefree Cotton Plisse needs no ironing. Cheerful border print, fresh and colorful, with rickrack trimming along the collar and airily ruffled cape sleeves. Bright rayon grosgrain belt. 24-inch zipper for quick dressing. Washable, youthful and ever so practical. Sizes 12, 14, 16, 18, 20. *State size.* Shipping weight 1 pound 4 ounces.

027 N 7610—White, navy blue and gold \$4.94
027 N 7611—White, red and green 4.94

B Bowinot Print, frilly and feminine, in washable 80-square percale. Deep ruffle-topped border print flounce. Smart ruffle-edged collar curves around the back, set-in waistband. Ties at side. Ample pocket. Sizes 12, 14, 16, 18, 20. *Please state size.* Shipping weight 1 pound 2 ounces.

027 N 7615—Blue background print \$3.94
027 N 7616—Rose background print 3.94

C Low Priced and Pretty percale brunch coat. Full skirt makes it attractive and comfortable. Generous eyelet cotton trimming from shoulder to waist. Set-in side pocket. Waist-slimming stitched on belt ties at side. Washable. Sizes 12, 14, 16, 18, 20. *Please state size.* Shpg. wt. 1 lb. 2 oz.

027 N 7620—Blue background \$2.94
027 N 7621—Rose background 2.94

Numbers beginning with "0" shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Sears Easy Terms are available. For details see page 243

A Cotton Plisse \$4.94

B 80-Sq. Percale \$3.94

C Percale \$2.94

Washable Cotton Aprons

D 3 Gift Aprons for \$1.98

Three gift aprons in one economy package. 1. Floral percale bib-top, bright binding, rickrack. 2. Gaily checked half apron trimmed with rickrack and binding. 3. Festive chintz half apron with all-around binding and heart shaped pocket. All three of these aprons are washable, have roomy patch pockets, and fit any size up to 20. Shipping weight set of 3 aprons 10 ounces.

27 N 6227—Assorted. Set of 3 \$1.98

E Striped Cotton, organdy ruffle. Fits to size 20. Shpg. wt. 7 oz.

27 N 6238—Yellow and black ... \$1.49

27 N 6239—Red and black 1.49

27 N 6240—Green and black ... 1.49

F Bright Border Print Bib-Top, roomy pocket. Sanforized (max. shrinkage 1%) Fits to size 20. Shpg. wt. 9 oz.

27 N 6229—Border print \$1.49

G Candy Stripe Percale, crisply ruffled. Fits to size 20. Shpg. wt. 8 oz.

27 N 6236—Red and white 98c

27 N 6237—Blue and white 98c

H Corn Dot 80-square percale, eyelet trimmed, with rickrack and wide ruffles. Fits to size 20. Shpg. wt. 8 oz.

27 N 6231—Yellow with black dots. \$1.94

27 N 6232—Blue with black dots. ... 1.94

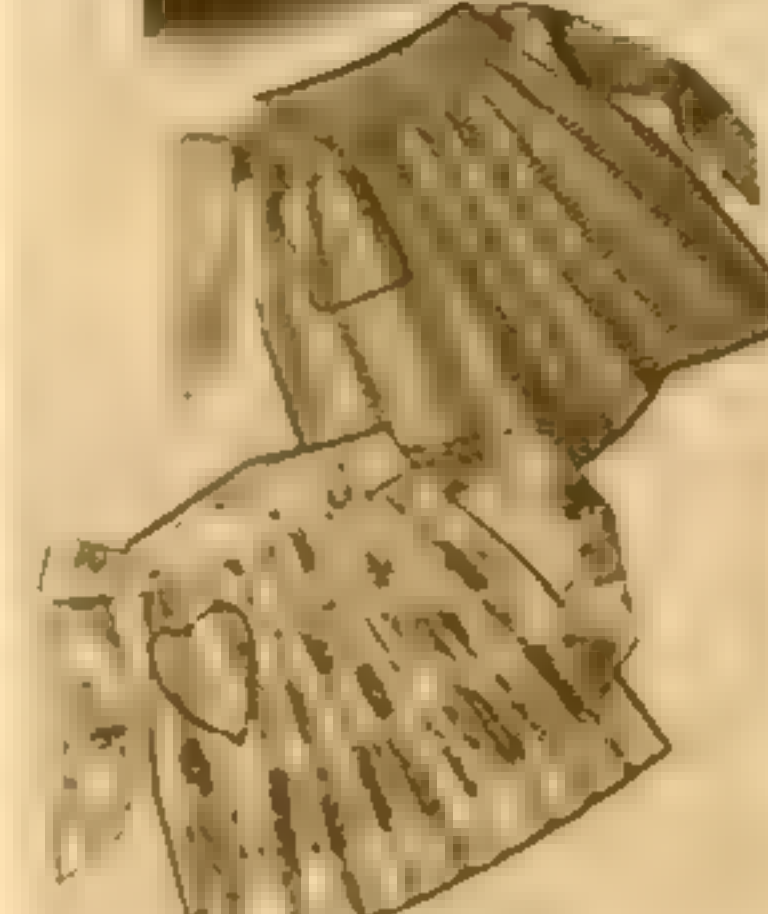
27 N 6233—Rose with black dots ... 1.94

J Embroidery Print with gay flowers. Ruffle and red rickrack trim. Fancy pocket. Fits to size 20. Shpg. wt. 8 oz.

27 N 6234—Black background \$1.84

K Gay Chintz with all-around ruffle. Fits to size 20. Shpg. wt. 9 oz.

27 N 6235—Assorted florals \$1.94



E \$1.49

F \$1.49

G 98c

D
3 Gift Aprons
for \$1.98

H \$1.94

J \$1.84

K \$1.94

Robes and Housecoats

Then out upon the
midnight air is shed
The burst of sound
saluting Christmas Day!



Kerrybrooke
FASHIONS



All the year 'round she needs a classic Robe
... so give her a smart, clean-cut Kerrybrooke

- Cut full with wide wrap and smart lines
- Double belts have plump white rayon tassels
- Seams are closely stitched, cleanly finished

- Contour-shaped collars add to comfortable fit
- Triangular self-covered shoulder pads
- Misses' sizes 12 to 20, women's sizes 38 to 44

\$8.94 **\$9.94**
Sizes 12 to 20 Sizes 38 to 44

\$9.84 **\$10.84**
Sizes 12 to 20 Sizes 38 to 44

Striped Rayon Faille in soft feminine colors... and you can wash it. Its pocket is extra large. Smooth princess back, belt attached at side seams. Wash separately. Shpg. wt. 1 lb. 10 oz. *State size*

Wool Flannel Kerrybrooke Classic made exclusively for Sears, and we specify high quality in every stitch. Double needle seams are French felled, strong and neat. Smart white piping. Dry clean. Shipping weight 2 lbs. 6 oz.

Misses' sizes 12, 14, 16, 18, 20
027 N 7905 Melon rose and white . \$8.94
027 N 7906 Aqua blue and white .. 8.94
Women's sizes: 38, 40, 42, 44
027 N 7910-Melon rose and white. \$9.94
027 N 7911 Aqua blue and white... 9.94

Misses' sizes 12, 14, 16, 18, 20. *State size*
027 N 7795-Royal blue 027 N 7797 Navy blue
027 N 7796-Deep red Each..... \$9.84
Women's sizes 38, 40, 42, 44. *State size*
027 N 7800-Royal blue 027 N 7802 Navy blue
027 N 7801 Wine red Each..... \$10.84

"Winter Star" white on dark \$12.94

White flannel and scroll embroidery flash out against the rich-toned 100% wool flannel of this stunning new Kerrybrooke. Self-covered buttons to the waist, a 24-inch fly-front zipper below. A gift for beauty, charm, warmth. Dry clean. Sizes 12, 14, 16, 18, 20. *State size*. Shpg. wt. 2 lbs. 8 oz

027 N 7920-Royal blue 027 N 7922-Navy blue
027 N 7921 Dark red Each.....\$12.94

Kerrybrooke Luxury Robes

"O, Christmas comes but once a year
But it's a long time gettin' here!"



A Quilted Rayon Crepe \$12.94



B Quilt Trimmed \$9.84



C Ballerina Rayon \$7.94



D Quilted Cotton \$6.94

A Lace and Quilting to make her feel lovely and cherished. Blissfully soft robe of fine French-type rayon crepe. Creamy cotton lace frilled at curving yoke, sleeves and pocket. Belt all around. An elegant gift. Dry clean. *Sizes 12, 14, 16, 18, 20. State size.* Shipping weight 2 pounds 9 ounces
027 N 7935—Light blue... \$12.94
027 N 7936—Rose..... 12.94

B Quilt-Trimmed two-color robe. Peaked revers, gauntlet cuffs and the flap of the big pocket are quilted. Robe is of firm rayon faille, shirred at front. Belt attached at side seams. Dry clean. *Sizes 12, 14, 16, 18, 20. State size.* Shipping weight 2 pounds
027 N 7930—Blue with rose trim
027 N 7931—Rose with blue trim
Each..... \$9.84

C Ballerina housecoat sparked with polka dots at collar, sash and hemline ruffle. Of soft rayon with concealed 20-inch zipper below waist. Smart cap sleeves, shoulder pads. Dry clean. *Sizes 12, 14, 16, 18, 20. Please state size.* Shipping weight 1 pound 8 ounces
027 N 7925—Navy with white dots
027 N 7926—Rose with wine dots
Each..... \$7.94

D Quilted Cotton soft, warm and cheerful, an inexpensive way to give her luxury. Gay flowers on blue or rose background with bright binding. Belt ties from side seams. Good durable quality. Wash separately. *Sizes 12, 14, 16, 18, 20. Please state size.* Shipping weight 2 pounds 3 ounces.
027 N 7940—Medium blue... \$6.94
027 N 7941—Rose..... 6.94

Numbers beginning with "0" are shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. For complete details of Sears Easy Terms see page 243



C
\$5.94
No Iron
Pisse

A Zip-front Cotton \$4.94

B Polka Dot Rayon \$5.94

A Zipper-front Cotton housecoat, a vintage fashion with quaint star-flower pattern, snug bodice, Bertha collar, and eyelet trimming. 80-square percale, washable, a wonderful low-priced gift. Skirt gathered full all around. 30-inch zipper. *Sizes 12, 14, 16, 18, 20. State size.* Shipping weight 1 lb. 10 oz.
027 N 7945—Medium blue... \$4.94
027 N 7946—Medium rose... 4.94

C Floral Cotton Pisse for a cheery good morning. It's fresh, gay, with a lot of style. Full cut, wide-wrapped, with tie belt stitched at back. White eyelet cotton ruffles, roomy pocket. Washable... no ironing needed. *Sizes 12, 14, 16, 18, 20. Please state size.* Shipping weight 1 pound 10 ounces.
027 N 7950—Rose with gray... \$5.94
027 N 7951—Black, aqua/blue... 5.94
027 N 7952—Black with rose... 5.94

B Polka Dot Rayon Crepe smartly tailored for stay-at-home or travel. Fastens quickly with two buttons at the slimming set-in waistband. Made of French-type rayon crepe, very rich and soft, with white dots. Hand washable. *Sizes 12, 14, 16, 18, 20. State size.* Shpg. wt. 2 lbs. 8 oz.
027 N 7955—Navy blue... \$5.94
027 N 7956—Raspberry rose... 5.94
027 N 7957—Copen blue... 5.94

D The Queen of Hearts will make her feel like the queen of Christmas. Velvety pin point cotton chenille, luxuriously full, with big colorful hearts and diamonds overlaid at border. Double collar holds its firm shape. Self covered shoulder pads. Comfortably warm. Wash separately. *Sizes 12, 14, 16, 18, 20. State size.* Shipping weight 2 lbs. 10 oz.
027 N 7960—Cherry red, wine... \$6.94
027 N 7961—Copen blue, royal blue... 6.94

\$6.94 **D**
"Queen of Hearts"
Cotton Chenille Robe



Numbers beginning with "0" shipped from Philadelphia or Kansas City Order, pay postage from Sears nearest mail order house. Do all your gift buying early... use Sears Easy Payment Plan. For details see page 243.

Gifts of special beauty . . . Kerrybrooke Blouses for holiday dress-up



A Tucks and Lace \$6.84

B Bows and Lace \$5.94

C Pure Dye Silk \$6.84

A **Pinucks and Lace** (cotton Val-type) on fine rayon crepe Pearl-like buttons. Hand wash Sizes 12, 14, 16, 18, 20. State size. Shpg. wt. 13 oz.
07 N 2153—White..... \$6.84
07 N 2154—Petal pink.... 6.84

B **Bows and Lace** Frills froth at front and wrists of a fine rayon crepe blouse. Lace is Venice-type (cotton). Hand wash. Sizes 12, 14, 16, 18, 20. State size. Shpg. wt. 12 oz.
07 N 2155—White.....\$5.94

C **Pure Dye Silk**, the height of luxury. Elegant deep cuffs, metal buttons. Back closing. Hand wash. Sizes 12, 14, 16, 18, 20. State size. Shpg. wt. 10 oz.
07 N 2156—White \$6.84
07 N 2157—Petal pink 6.84

Numbers beginning with "07" shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.

D **Crossed with Lace and tucks**, ruffled at cuffs, buttoned in back. Rayon crepe with Venice-type cotton lace, black bow. Hand wash. Sizes 12, 14, 16, 18. State size. Shpg. wt. 11 oz.
07 N 2159—White.....\$4.84

E **Metallic Stitching** in gleaming gold color on a holiday rayon crepe blouse. Shiny gold color metal buttons. Hand wash. Sizes 12, 14, 16, 18. State size. Shipping weight 10 ounces.
07 N 2160—White.....\$3.64
07 N 2161—Petal pink.... 3.64
07 N 2162—Light blue.... 3.64

F **Fluffy Lace Frills** and waffle tucking make this rayon crepe blouse a lovely gift. Lace is sheer cotton Val-type. Hand wash. Sizes 12, 14, 16, 18, 20. State size. Shpg. wt. 11 oz.
07 N 2163—White.....\$3.44



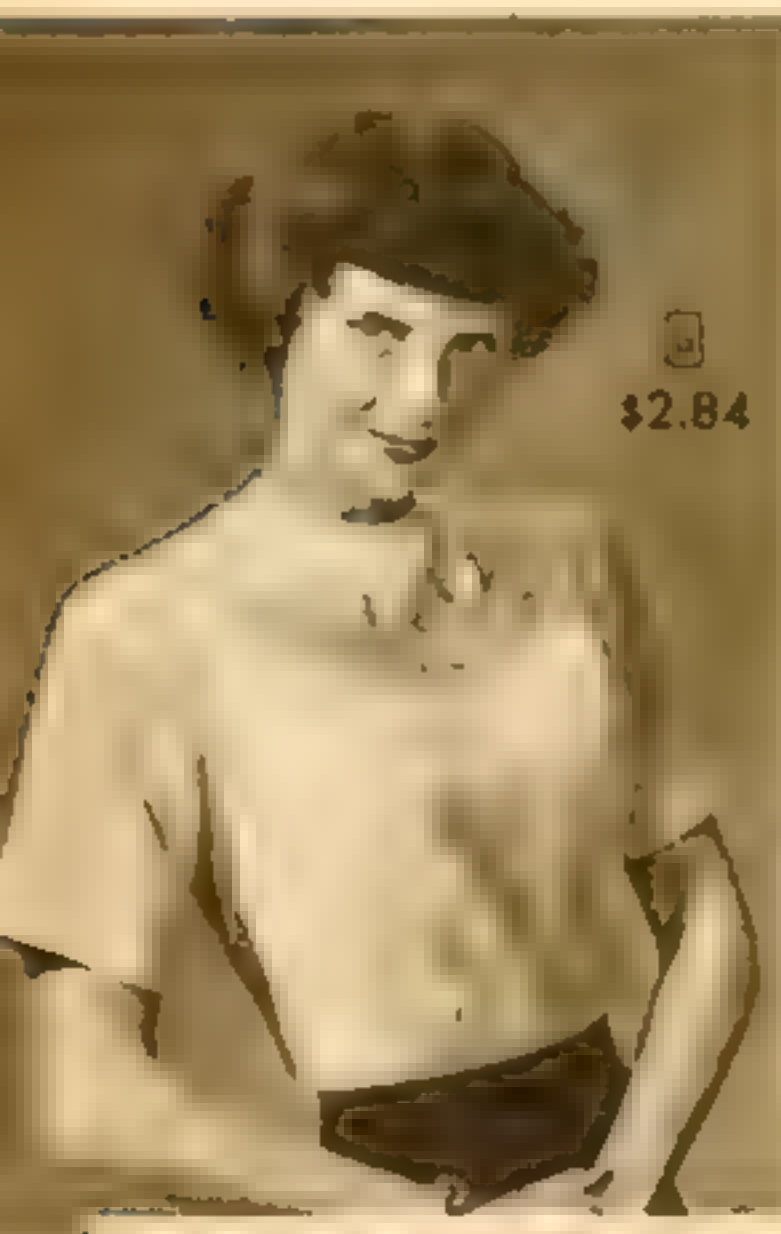
D Lace Bonded \$4.84



E Glint of Metal \$3.64



F Lace Frills \$5.44



G \$2.84



H \$3.44



I \$3.34

G **Love Bird Blouse**, rayon crepe with sheer cotton net birds, embroidery. Buttons in back. Hand wash. Sizes 12, 14, 16, 18. State size. Shpg. wt. 10 oz.
07 N 2164—Petal pink \$2.84
07 N 2165—White 2.84
07 N 2166—Soft aqua blue 2.84

H **Sparkling Yoke** and cuffs stitched in gold color thread. Rayon crepe with curving ruffle. Buttons in back. Hand wash. Sizes 12, 14, 16, 18. State size. Shpg. wt. 11 oz.
07 N 2168—White\$3.44
07 N 2169—Petal pink.... 3.44

I **Applique Flowers** of cotton embroidery on a smart cap-sleeved blouse of rayon crepe. Buttons in back. Hand wash. Sizes 12, 14, 16, 18. State size. Shpg. wt. 10 oz.
07 N 2167—White.....\$3.34



Kerrybrooke Shirts made to Sears specifications

A \$4.94

- Fine 10-oz. wool flannel
- Flat pleats at cuffs
- Very finely stitched
- Reinforced buttonholes
- Double-stitched seams
- Smart padded shoulders
- Smoky gray buttons

Sizes 10, 12, 14, 16, 18, 20.
State size. Dry clean. Shpg. wt. 1 lb. 3 oz.

- 07N1991-Kelly green...\$4.94
- 07N1992-Bright red... 4.94
- 07N1993-Gold..... 4.94
- 07N1994-Gray..... 4.94
- 07N1995-Black..... 4.94

B \$2.44 long sleeves

- Woven checked gingham
- Washfast... Sanforized (maximum shrinkage 1%)
- Double-needle seams
- Ample tuck-in length

Sizes 12, 14, 16, 18, 20.
State size. Shpg. wt. 11 oz.

- With long sleeves
- 7N1852-Red and white
- 7N1853-Blue and white
- Each.....\$2.44
- With short sleeves
- 7N1850-Red and white
- 7N1851-Blue and white
- Each.....\$1.94

C \$1.54 Short sleeves

- Fine washfast broadcloth
- Sanforized max. shrink. 1%
- Strong corded buttonholes

Sizes 12, 14, 16, 18, 20. State size. Shpg. wt. 9 oz.

- With short sleeves
- 7N1770-White..... \$1.54
- 7N1771-Pink..... 1.54
- 7N1772-Yellow..... 1.54
- 7N1773-Light blue... 1.54
- With long sleeves
- 7N1778-White.....\$2.04
- 7N1779-Pink..... 2.04
- 7N1780-Yellow..... 2.04
- 7N1781-Light blue... 2.04

Belts not included

Blouses, Slacks, Dungarees

"There is pleasure in the holly
and the frosty mistletoe
And an ecstasy in the Christmas-tree
with presents swinging low"

Crease-Resistant Kerrybrooke Slacks \$5.84

- New princess waistline
- Buttoned tab, inner button
- Two pockets 5 belt loops
- Front creases finely stitched
- Non-ravel seams pressed flat
- Zipper concealed in pocket
- Alteration outlet 2-in hems
- 4 front pleats... back darts

E Dan River rayon in Glen plaid... an unusually smart gift. Dry clean. Sizes 10, 12, 14, 16, 18, 20. State size. Shpg. wt. 1 lb. 8 oz.
07N1476-Brown plaid 07N1478-Green plaid
07N1477-Gray plaid Each.....\$5.84

For more Sears Slacks see our General Catalog. Numbers beginning with "0" shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. For Easy Terms see page 743



Sturdy 6-ounce Denim Dungarees

\$1.94

- Sanforized (maximum shrinkage 1%)
- Zipper placket, riveted button
- Wide back yoke, big back pocket
- Two big front pockets, metal riveted
- Four belt loops, strongly reinforced
- Stitched in bright contrasting color
- Double-needle stitching at leg seams

D Famous for work-or-play durability. Wash separately. Sizes 10, 12, 14, 16, 18, 20. State size 6-oz. denim. Shpg. wt 1 lb
7N973-Navy blue.....\$1.94
Also 8-oz. denim. Shpg. wt. 1 lb. 3 oz.
7N949-Navy blue.....\$2.54

... BUT MOMMY
WHERE'S MY
WAGON?

Dear Friend

Last year I visited Sears just before Christmas and found those good people in an awful state

You see, children really do come first at Sears - and especially at Christmas. The little ones may not quite understand just how I manage to get around the country on Christmas Eve. Nor how I fit in all those chianeyas. But they have faith in me and they're mighty sure I'm going to do it. They're sure too that I'm going to do my very best to give them what they want

And that's what was worrying Sears. They had been set up pretty well in October - they had big warehouses crammed with toys and Christmas gifts - they had been all ready to fill your Christmas orders. But just too many people waited too long to order. So - even though Sears thought in October that they had enough of soap toys, by December they'd found they didn't. And there wasn't time, either, to get more from me

So what were they going to do? Sure - they worked all night some-times and chartered planes to deliver sleds - they telegraphed and pushed and hoped and did everything they could. But it was just too late in lots of cases. And that's pretty bad. I didn't blame Sears for being unhappy - it's just awful to think of children not getting what they want on Christmas morning

So this year we'd like you to help do something about it. Won't you see if you can't get your Sears order in early - even right now today? Or at least by November 1st. That way they'll be sure to fill it in time. And Sears - and I - and you - won't have to disappoint anyone. I'm sure that none of us wants to say "it didn't come in time" to children again this year

Let's have a merry Christmas.

Santa Claus
Santa Claus

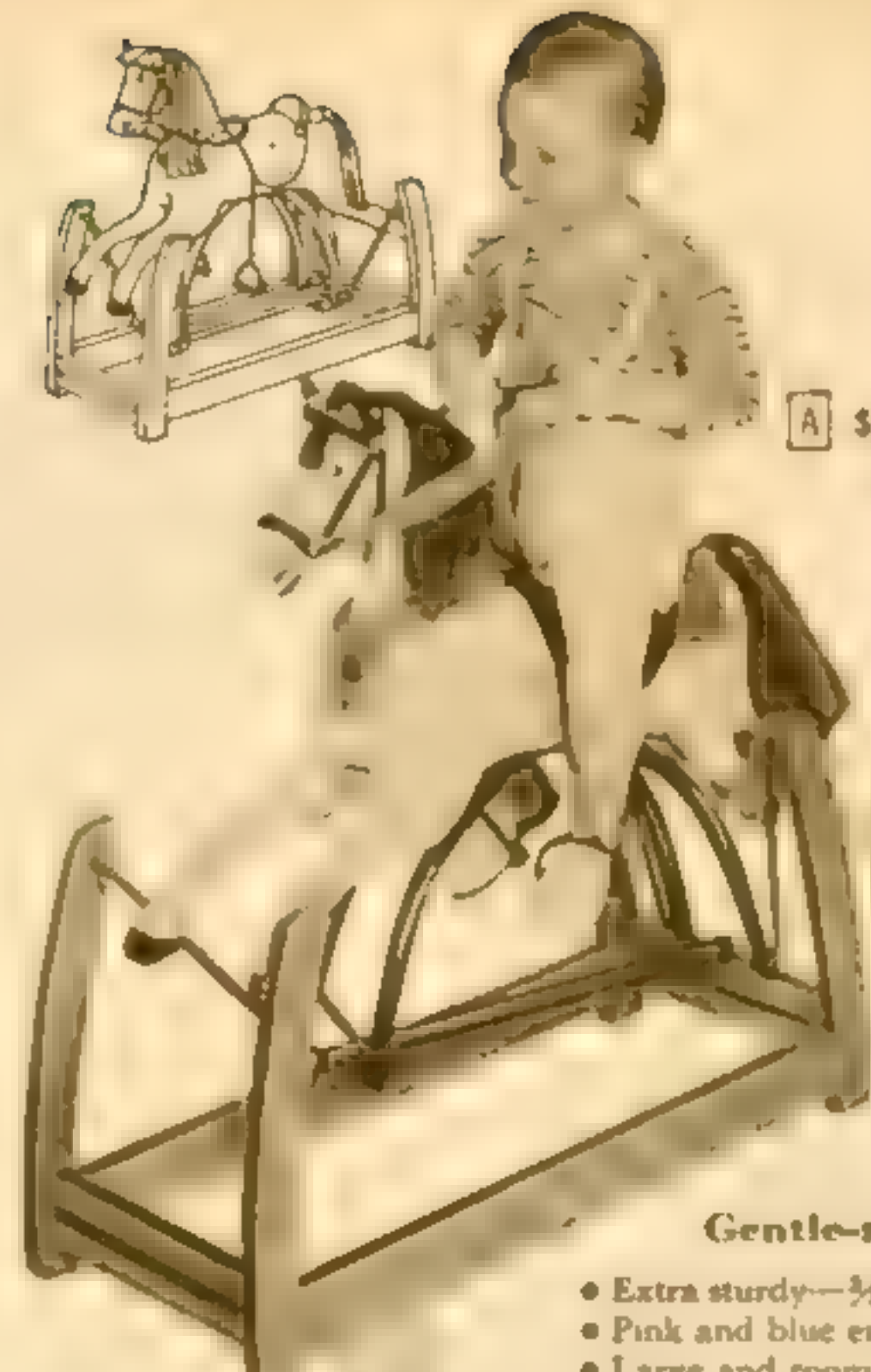
**Handsome Hobby Horse
de luxe model . . . truly realistic**

- Carved wood—dappie-gray **\$18.39**
- Horsehair mane and tail
- Rests on tubular steel arches *large*

[A] This proud thoroughbred takes "place" and "show" honors, too! Juvenile riders find him a faithful pal with a pleasant "gait." Glass eyes, steel stirrups, leather ears; stout web bridle, reins and stirrup straps. Sturdy red-enameled hardwood stand 32 3/4 in. long, 14 3/4 in. wide. Fancy, comfortably shaped padded saddle about 22 3/4 in. from floor.

Large horse—Shipping weight 35 pounds. 79 NM 7589—Freight or express . . . \$18.39

Smaller horse. Same as above, but smaller in size. Narrower saddle about 21 3/4 inches from floor. Shpg. wt. 30 lbs. 79 NM 7588—Freight or express \$12.79



[A] \$18.39
large



[B] \$5.49

Gentle-rocking Shoo-Fly . . . favorite steed for tiny tots

- Extra sturdy—3/4-inch plywood sides; 3/4-inch wood seat and footrest **\$5.49**
- Pink and blue enamel finish; colorful horse decoration on each side
- Large and roomy (35 inches long). Rounded edges; no sharp corners
- [B] Trust this horse to give your little one mild, satisfying exercise. Swinging wood play tray; dowel handle for firm grip. Overall 35x12 3/4x18 1/2 inches. 79 N 07583—Easy to assemble; screws included. Shpg. wt. 12 lbs. . . . \$5.49

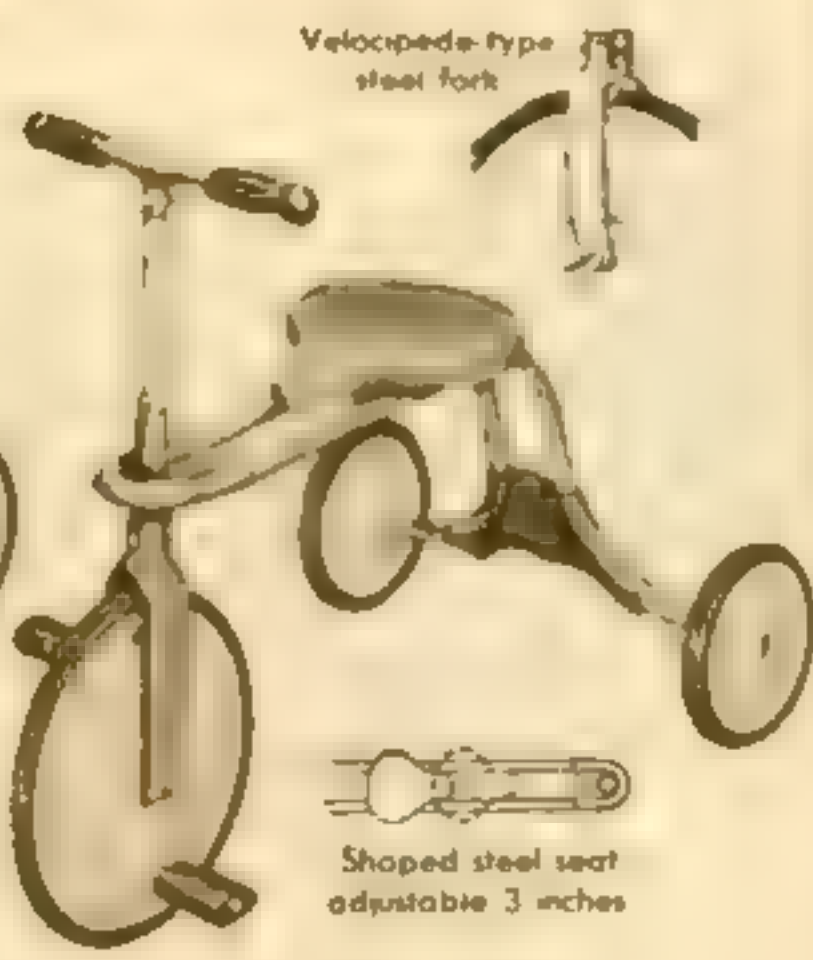
*Rocking Horses,
Pedal-Bikes, Games*

"A horse fit for rocking
some sweets for my stocking
Oh, what a rich boy I shall be"



**New! kiddie Car with
tubular aluminum frame**

As soon as baby tries to walk it's time to provide this kiddie car! Tot paddles along with his feet. Strong, lightweight tubular aluminum frame; steel saddle (10 1/2 inches from floor) adjusts 3 inches for different leg lengths. Front wheel steers easily. Three 5-inch double-disc steel wheels, big 3/8-inch rubber tires. Seat red, wheels ivory color enameled. Easy to set up, hardware included. 79 N 08371—Shpg. wt. 5 lbs. . \$2.95



**Aluminum Pedal-Bike
gives "bicycling exercise"**

Even a little tyke can begin pedal-pushing with this pedal-bike! Built like a regular velocipede; wide rear spread gives good balance. Extra strong, lightweight tubular aluminum frame. Shaped steel saddle (10 1/2 in. from floor) adjusts to fit different leg lengths. Front wheel turns and steers freely. Double-disc steel wheels, 8-inch front, 5-inch rear; 3/8-inch rubber tires. Sizable rubber pedals; rubber hand grips too. Seat red, wheels ivory-color enameled. Easy to set up; hardware included. 79 N 08372—Shpg. wt. 6 lbs. \$3.98



[C] \$4.59

[D] \$4.10

[E] \$2.09

Sturdy, high-spirited Mounts that give rollicking rides

- [C] **Plastic Rocking Horse.** A brisk "trot" on this rocking horse will be pure bliss to a little fellow. He's enameled white (like those in most fairytales), with painted-on mane, reins and saddle . . . and even a fluffy sheepskin tail! Well-shaped molded plastic body; wooden head and legs. Red-enameled hardwood rockers. Dowel handles on horse's head for secure grip, stationary footrest. Shaped seat 12 in. from floor. Size overall 30x12 1/4x20 in. high. 79 N 07560—Easy to assemble; screws included. Shpg. wt. 6 lbs. . . . \$4.59
- [D] **Wooden Horse on wheels.** A fine exerciser for tiny legs! Gives delight to toddlers up to 3 1/4 years old. All wood; tough plywood body smoothly enameled in bright colors. Shaped seat 11 in. from floor; braced back rest. 4 1/4-in. double-disc rear wheels with rubber tires; swivel casters in front for easy steering. Dowel hand grips. Size overall 22 3/4x9 3/4x18 1/4 inches high. 49 N 7555—Easy to assemble; screws included. Shpg. wt. 6 lbs. . . . \$4.10
- [E] **Horse Rocker.** So low a creeping baby can get on and off without help. Platform seat is 16 1/4x7 1/4 inches wide, only 4 1/2 inches from floor. Braced back rest gives a feeling of security to the rider. All wood; horse's head is mortised and screwed into seat for double strength. Large dowel handles; rounded corners and edges. Enameled bright red; black, white and yellow details. 49 N 7553—Easily assembled; hardware included. Shpg. wt. 2 lbs. . . . \$2.09



Wee ones are fond of these Action Toys!

A **Wobble Ducks.** Perfect plaything for a young one passing from babyhood to toddler age! The two rollicking ducks waddle from side to side as child tows toy along. Easy-to-clean plastic with glossy bright-colored finish. Platform $7\frac{1}{2}$ in. long; 4 in. high overall. Pull cord.
49 N 5433—Shpg. wt. 1 lb. 89c

B **4-piece Plastic Toy Set.** Barrel-shaped savings bank $3\frac{1}{4}$ in. high, duckling $2\frac{3}{4}$ inches long; ball with teether handle $5\frac{1}{4}$ in. long; 5-inch dumb-bell. All are glossy, easy-to-clean plastic in baby pastel colors. Hours and hours of entertainment for baby! Attractive presentation box.
49 N 4463—Shpg. wt. 1 lb. Set 89c

C **Plastic Jack-in-Box.** Sure, kiddies have been playing with jacks-in-boxes for generations... but this is the new, Christmas 1948 version! Press the button and out bounces a squealing clown. Box is beautifully made of plastic in a pastel tint, has nursery decal. Clown has plastic head, painted features. Box $2\frac{3}{4} \times 2\frac{3}{4} \times 3\frac{3}{4}$ in. high.
49 N 4460—Shpg. wt. 10 oz. 89c

D **Cradle Bounce Exerciser.** Fascinating fun for infants beginning to reach for objects! Big, colorful, cotton-stuffed ball, covered with coated fabric, hangs from wooden clamp which is readily attached to crib or play pen. Plastic covered coil spring makes it bounce; bells at top tinkle. Ball (about $5\frac{1}{2}$ in. long). Wipe clean with damp cloth.
49 N 4456—Shpg. wt. 1 lb. 10 oz. . . \$1.83

Clever, easy-to-clean Plastic Toys

E **Big mechanical Roly-Poly Juggler.** Wind the key on his back, watch him go into action! He rocks and bobs, and his ball rolls back and forth as if actually juggled! Smooth-finished and gay-colored. About $8\frac{1}{2}$ inches tall.
49 N 4466—Shpg. wt. 1 lb. \$1.98

H **Squeeze Duck.** "Press me," it says on his tummy—and he peeps obligingly whenever baby squeezes him. Comes in pretty pastel colors; has unpush painted features. About $6\frac{1}{2}$ inches tall.
49 N 4427—Shpg. wt. 6 oz. 94c

F **Colorful Doll Rattle.** Cries when teether handle is pushed up. In pastel colors. About 8 inches long.
49 N 4471—Shpg. wt. 10 oz. 62c

J **"Press-my-head" Doll** cries appealingly when head is pushed down... and she rattles, too. Pastel colors; painted features. $6\frac{1}{2}$ in. high.
49 N 4461—Shpg. wt. 10 oz. . . \$1.10

G **"Water Tubby."** Oodles of fun! Transparent fish partly filled with water; and, wonder of wonders to tiny tots, he contains 2 tiny aquatic toys. Gay-colored details. $4\frac{1}{2}$ in. long.
49 N 4421—Shpg. wt. 10 oz. 79c

K **Musical Doll.** Chimes inside give a melodious tinkle! Favorite with play-pen inmates—hang it up by the nylon elastic cord. Pastel color; painted features. About 8 inches tall.
49 N 4474—Shpg. wt. 1 lb. \$1.00



These unusual personalities from toyland contribute to Christmas joy!

"Squeake" Piggy Bank. Get your little one off to a good start by letting him bank coins in "Squeake." He squeals when deposits are made. Gay-colored plastic. Opens for coin removal. 6 inches long.
49 N 6427—Shpg. wt. 10 oz. 89c

Fluffy Cat-Ball. From baby's standpoint he's lovely! Soft rayon plush, cotton-stuffed. Slanting felt eyes, yarn whiskers, jingle-bell nose. About 5-in. diameter.
Shpg. wt. 12 oz.
49 N 4410. \$1.89

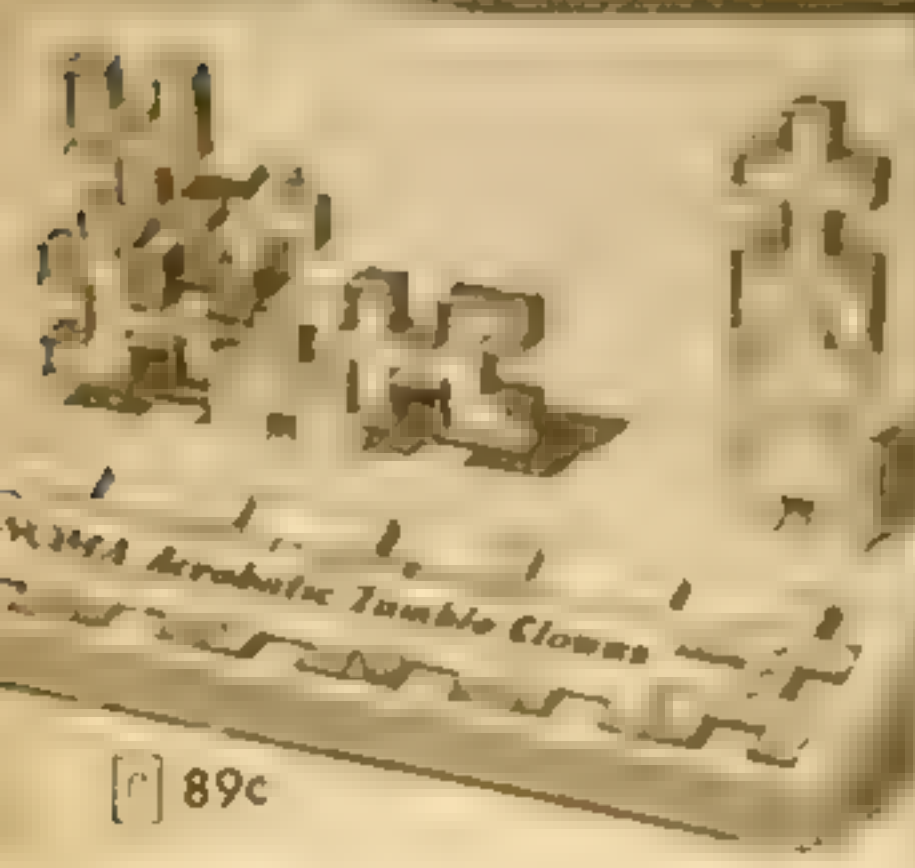
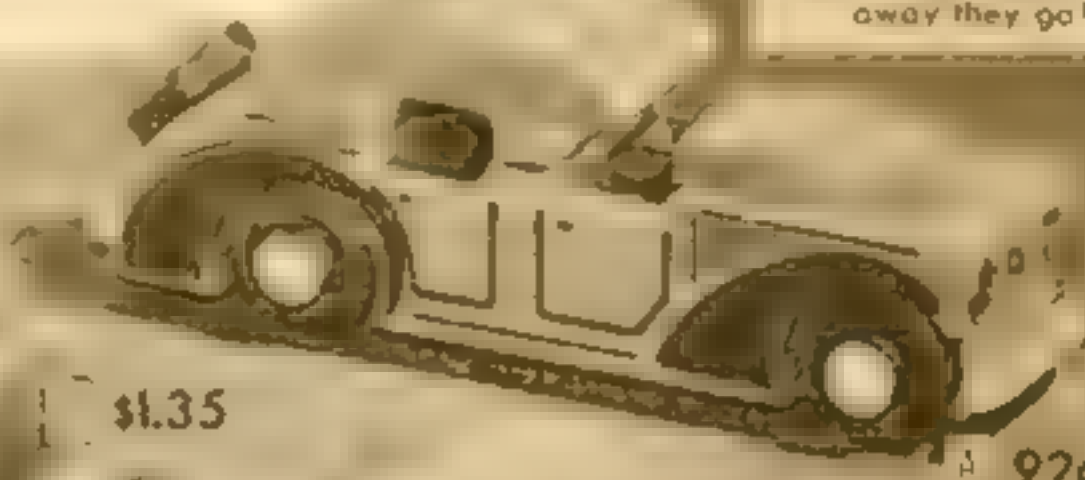
Soft Rattle-Dolly. Cotton-stuffed body covered with rayon plush and cotton fabric; matching cap. Composition head rattles when shaken; painted features. Stands alone. Pastel colors. About 12 in. Shipping weight 12 oz.
49 N 3583. \$1.79

Shy Little Lamb. Firmly stuffed with cotton; covered with pastel-color material that's easy to wipe clean. Big rayon bow. Crib and play-pen inmates find this lamb an ideal play companion! About $9\frac{1}{2}$ inches high. Shpg. wt. 10 oz.
49 N 4035. \$1.97

"Onkie" the squealing Rubber Piggy. This little pig is all set to make small children laugh—which they do, with great glee, when they hear his squeal. He's expertly molded of rubber in realistic colors. Just the right size to make a good handful for a small child—about $6\frac{1}{2}$ inches high. Modestly priced, too... lots of pleasure for very little money!
49 N 4474—Shpg. wt. 1 lb. 64c

Baby Toys, Educational and Pull Toys

Two little stockings hung side by side
Close to the fireside broad and wide



Famous NOMA Educational Toys encourage creative play!

A Sport Model Take-A-Part Sedan. 19 pieces. If your youngster is curious about the workings of this car (and any child would be), all's well and good it's designed to be taken apart! Smooth, fine-quality wood parts with natural varnish finish; bright plastic pegs keep wheels in place; metal headlights; colorful wooden wheels. 9 inches from bumper to bumper. 49 N 3942—Shipping weight 1 lb. 6 oz. 92c

B Take-A-Part Roadster and Trailer. 28 pieces. Here's a marvelous challenge for a child . . . a streamlined roadster and trailer that come apart into 28 separate pieces! It's fun-loaded activity, demanding real thought and effort to reassemble the parts. Smooth, fine-quality wood parts with natural varnish finish; bright plastic pegs; metal headlights; colorful wooden wheels. Overall length 16 inches. 49 N 3913—Shipping weight 2 pounds 10 ounces . . \$1.35

C Acrobatic Tumble-Clown Blocks. These clowns perform astounding feats . . . perfect head-stands, pyramids and countless balancing tricks! Children derive great pleasure from fitting heads, arms and legs of the clowns into matching notches of other men. Amusing; educational, too! Smooth plastic in bright colors, cleverly decorated. 7 blocks, each 4 inches high. 49 N 3928—Shipping weight 8 ounces. 89c

D Flip-flop Peg Board. Pounding is a favorite pastime of pre-school-age kiddies . . . and here's a toy they can pound to their heart's content, without mother's saying, "no, no!" They can hammer the 8 bright-colored wooden pegs level, then flip the top over and hammer them back. Helps develop hand and eye coordination. Smooth wood base and mallet have natural varnish finish. Base 14x6 1/2 x 5 in. 49 N 3915—Shipping weight 3 pounds 4 ounces . . \$2.07

E Pull the Doggie—see him walk! Follows tots around just like a real puppy on a leash. Who could resist such a cunning bob-tailed playmate? Molded of durable composition. 10 1/2 inches long, about 7 1/2 inches high. Pull cord. 49 N 5436—Shipping weight 1 lb. 8 oz. 92c

F Lead this big Horrie around the playroom; let everyone admire his walk and his size (9 1/2 in. high, 10 1/2 inches long)! Finely molded of long-lasting composition; characteristic percheron gray, black mane and tail. Pull cord. 49 N 5485—Shipping weight 2 pounds. . . . \$2.39

G Roly-poly Circus Clown. Highly amusing to wee ones who spend hours trying to tip him over. But they can never keep this man down—he always bobs right back with a twinkling smile! Molded composition with glossy finish in bright appealing colors. 7 1/2 inches tall. 49 N 4436—Shipping weight 2 pounds 92c



Super-size Streetcar All-rubber Pull Train

H Clang! Clang! Here comes trolley car No. 129, its bell clanging "Get-out-of-the-way" as its proud possessor pulls it along. Car is the last word in modern styling, substantially constructed of heavy-gauge metal; bright-colored, with lithographed conductor, passengers and other realistic details. Extra big; measures about 17 1/2 inches long overall! 49 N 5495—Shpg. wt. 1 lb. 8 oz. . . \$1.00

J This choo-choo is particularly fine for toddlers because, being made of rubber, it's practically unbreakable; washable . . . and easy on furniture! No tracks are needed . . . child pulls it along on the floor. One-piece engine and tender; dump car, gondola and caboose. Rubber connectors (all cars detachable). Bright-colored. About 27 inches long. 49 N 6485—Shpg. wt. 2 lbs. \$1.49

For Easy Terms see page 243

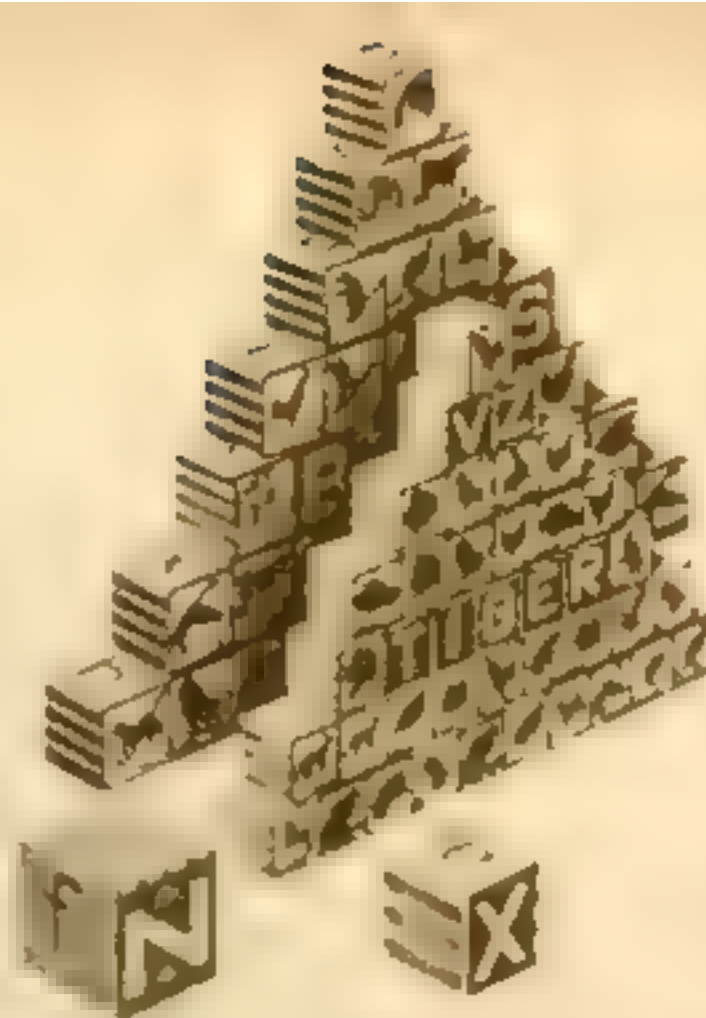


Toy Dial Telephone

Youngsters delight in **94c** having a phone of their very own . . . they'll be busy by the hour making imaginary calls. This handsome model is so realistic: has merry tinkling bell and dial that clicks. Just dial number and bell rings. Smooth, gleaming plastic in bright color combinations. Lettered, numbered dial has spring back action. Receiver 6 1/2 inches long; base 3 1/2 x 5 inches . . . just the right size for their desk or table. Safe and sanitary . . . will not chip—dirt washes off easily. Order one for your child!

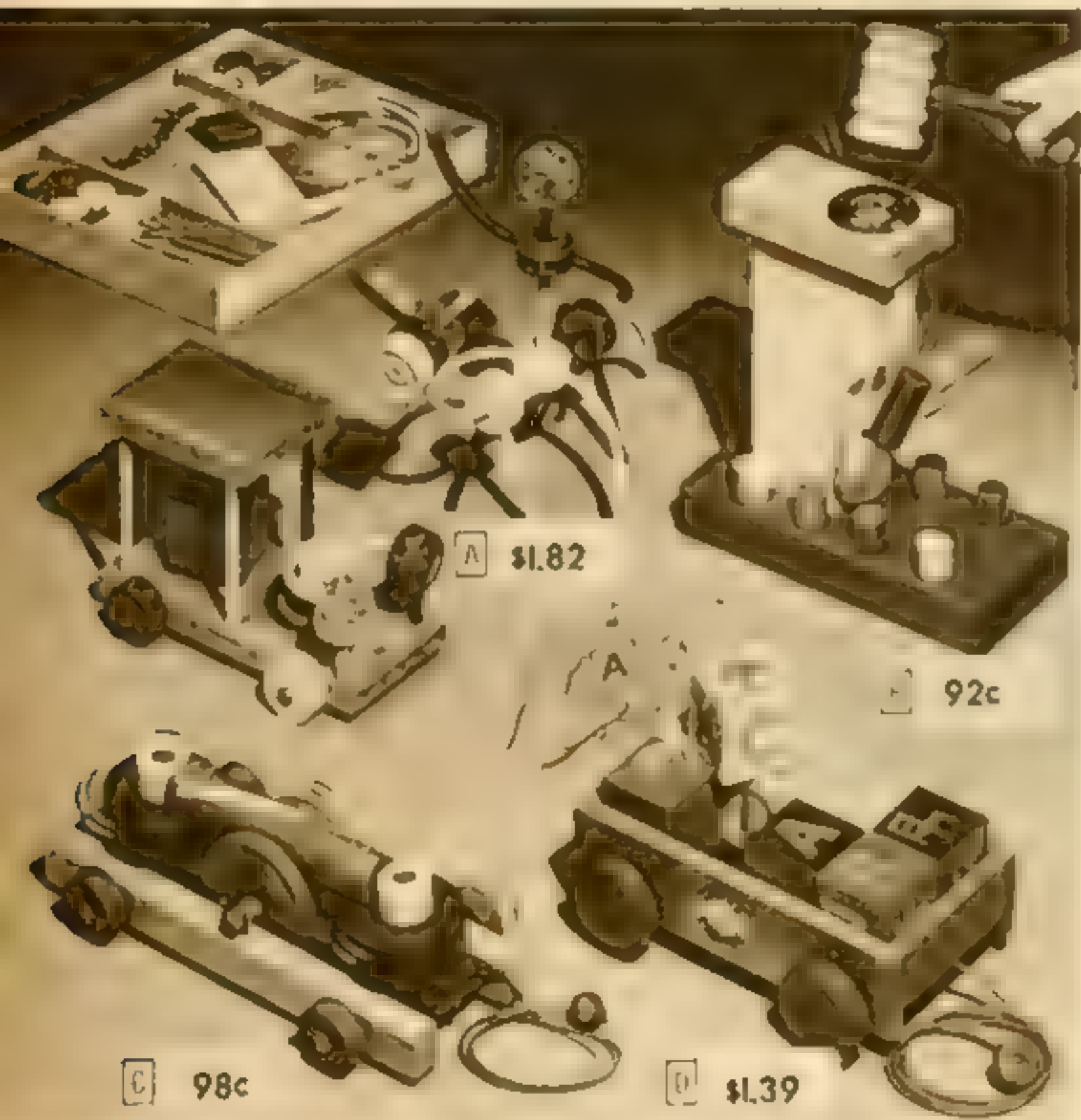
49 N 3807—Shpg. wt. 1 lb. 94c

Save time!
Save money!
Buy by mail
at Sears!



Halsam Hi-Lo Blocks

So much fun . . . **\$1.00** develop children's creative ability as 1 1/8 inches they play! Famous smooth edge wood blocks have interlocking ridges that make it easier to build things. Pictures of familiar animals, letters on sides. Shipping wt. 1 lb. 12 oz.; 3 lbs. 10 oz.
49 N 3613—Box of 40 blocks, 1 1/8 inches square . . . \$1.00
49 N 3622—Box of 36 larger blocks, 1 3/8 in. square . . . \$1.82



A \$1.82

B 92c

C 98c

D \$1.39

Pre-School Educational Toys, Roller Skates



Santa Claus is coming with his bag of toys.
Santa Claus is coming to his girls and boys!

A Plastic Builder. Outstanding construction **\$1.82** set certain to provide educational entertainment for youngsters. Contains 63 individual colored plastic parts—all washable. Illustrated idea sheet shows how to make a ferris wheel, truck, alphabet letters, horse with rider and many others
49 N 4701—Shpg. wt. 2 lbs. \$1.82

C Peppermint Pull. Three-piece base mounted on 4 wheels. "Peppermint stick" whirls like a barber's pole when toy is pulled. Removable pieces help develop child's arm and finger control. Wood, finished in natural and brilliant-colored lacquers. 9x4 1/4 x 2 3/4 in. Pull cord
49 N 3648—Shipping weight 1 lb. . . 98c

B Hammer Bench with Bell. Bang! Ding! Bang! Ding! **92c**
Let your children bang away to their hearts' content. They place pegs in metal bound hole in top of board, then pound with rugged wood hammer. Bell rings as peg falls through hole. Wood bench, 7 1/2 x 8 in. Eight colored pegs, hammer.
49 N 3918—Shpg. wt. 1 lb. 10 oz. . . 92c

D Little Block Wagon. Tots will love playing with this block-filled wagon. Eight 1 1/4-in. plastic picture and letter blocks that rattle are an extra source of enjoyment. Natural finished 7x4-in. wood wagon has Masonite presdwood bottom, 4 red plastic wheels
49 N 3620—Shipping wt. 1 lb. 4 oz. \$1.39



Wonderland Rattling Blocks

New! Unusually attractive! **92c** Each 1 1/8-in. cube of clear plastic rattles . . . encloses colorful figure: animal, house or other objects children will learn to recognize. The little ones will have hours of fun, playing with these fascinating blocks
49 N 3619—Set of 8. Shpg. wt. 10 oz. 92c

Colorful 3-pc. wood Toy Set

Tots have all sorts of fun with this set and learn as they play **97c**
Peg tower with 5 removable rings in graduated sizes. **Hammer board**, 7 1/2 x 2 3/4 in., with mallet. **Tower cart**, 9 x 3 3/4 in., has 4 interchangeable pegs and 4 cylinders. Teaches coordination.
49 N 3698—Shpg. wt. 1 lb. 8 oz. Set 97c

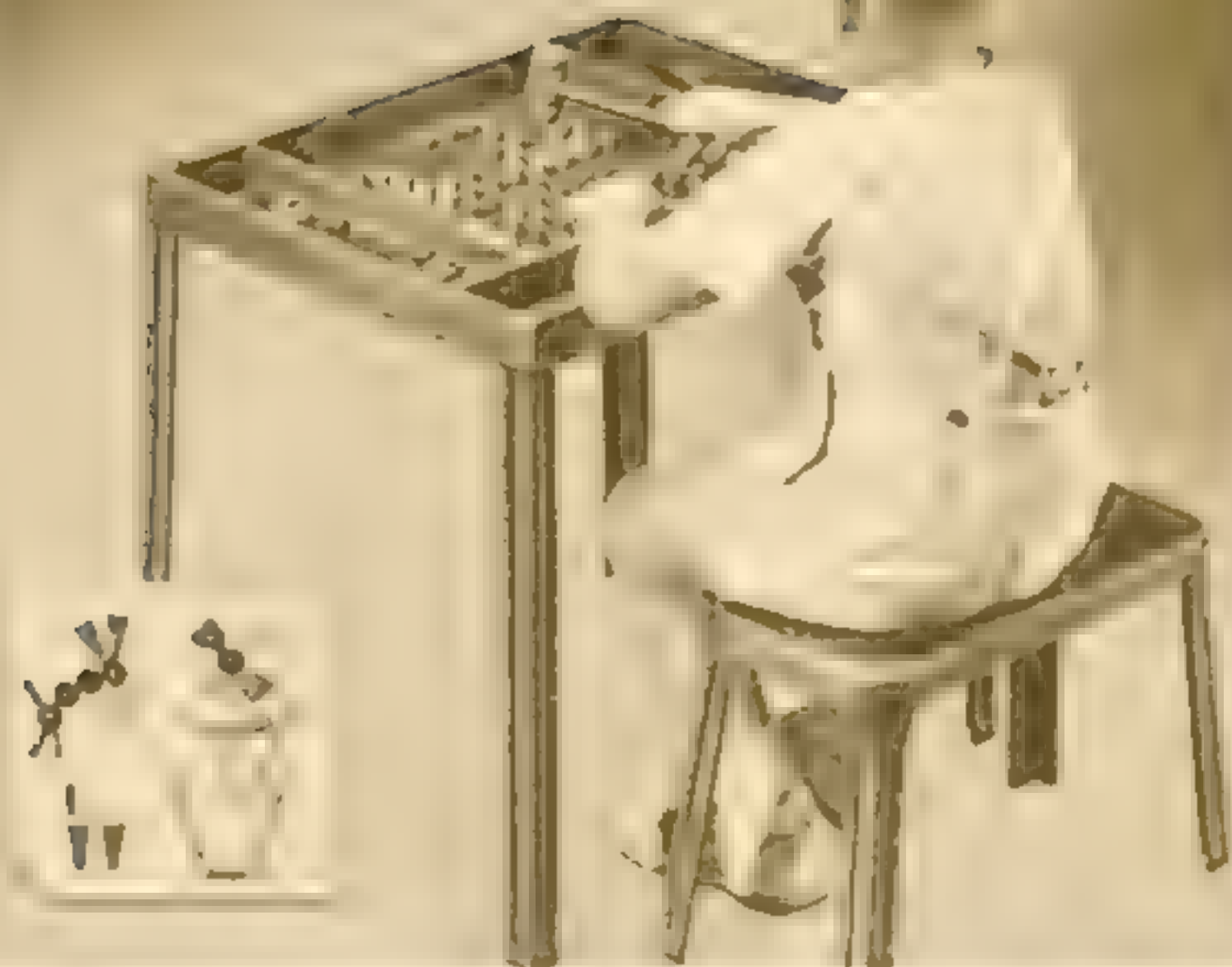
Fascinating Tap-A-Toy

When tot taps on any one of the 5 colored plastic keys, one or more of the 5 colored wood balls bounce up and down in transparent enclosure. Can child get balls on matching keys? Made of sturdy plastic; base 7 3/4 x 3 3/4 in. Adults like it, too.
49 N 3937—Shpg. wt. 10 oz. . . 89c

Tot's toe-strap Skates

Just the thing for beginners. **\$1.79** Won't damage shoes. Broad leather toe straps hold steel skates firmly—lace up like shoe. Ankle straps have metal buckles. Aluminum heel and toe plates, 1 1/4-inch steel wheels. Length adjustable from 6 to 7 3/4 inches.
49 N 5509—Shpg. wt. 2 lbs. 6 oz. . . \$1.79

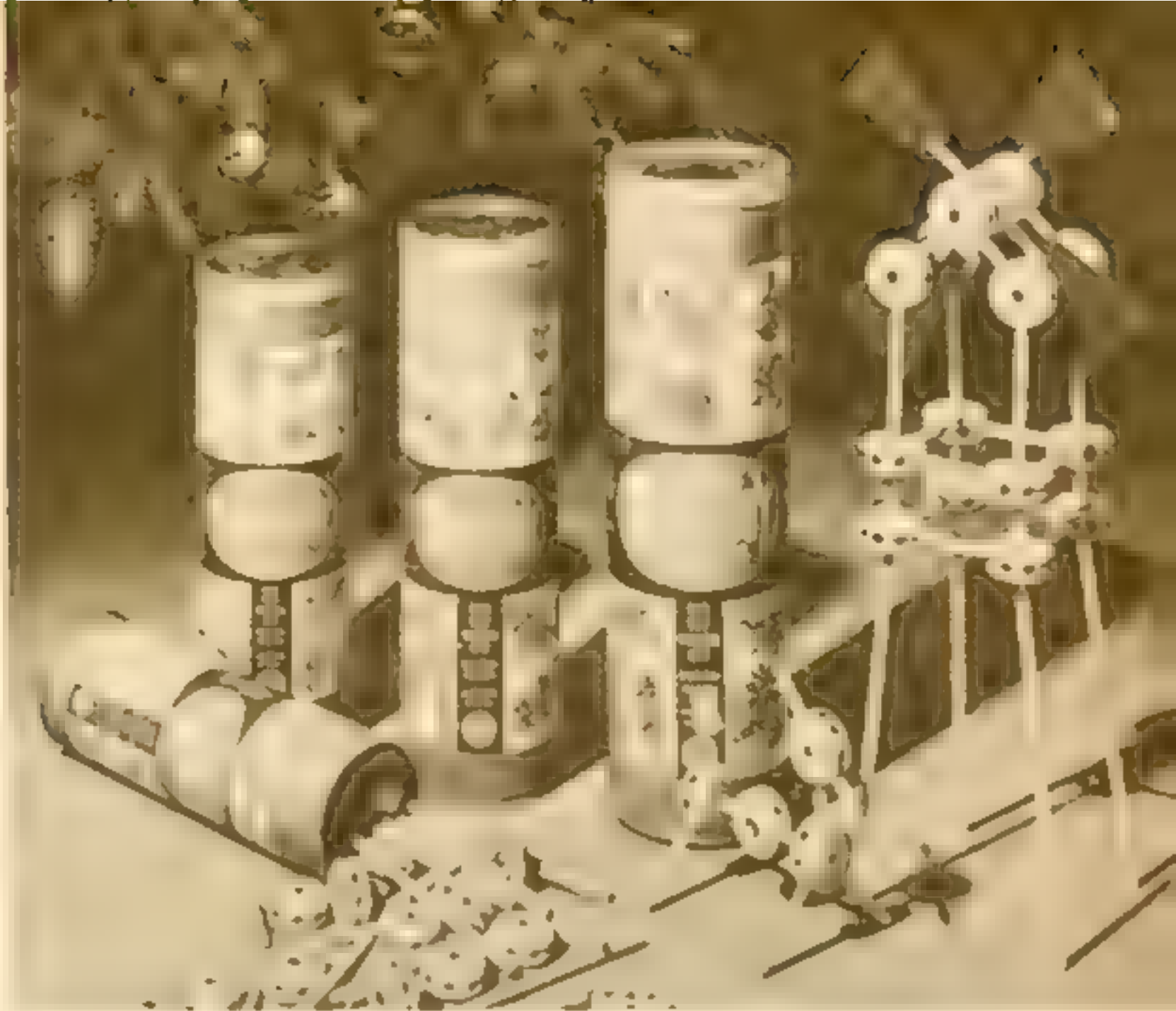




Steel all-day Play-Table and Stool Set

A wonderful play center where your youngsters can pound, build and create without damaging furniture. They can hammer the gay-colored wooden pegs into the perforated table top to make all kinds of patterns . . . nail bright colored wood pieces to thick fiber nailing board to make flowers, trucks, etc. Heavy-gauge steel table with Masonite presdwood peg board, 19x15x18½ in. high. Metal stool, 14x6½x10¼ in. high, has gay decal. Beautiful baked on enamel finish. Set also includes nails, about 150 pegs and wood pieces, and mallet. Easily assembled by "slotting-in" the metal legs.
 49 N 3605—Bolts and nuts included. Shipping weight 9 lbs. Complete Set. . . . \$4.59

\$4.59
Set



Tinkertoys . . . creative fun at its best

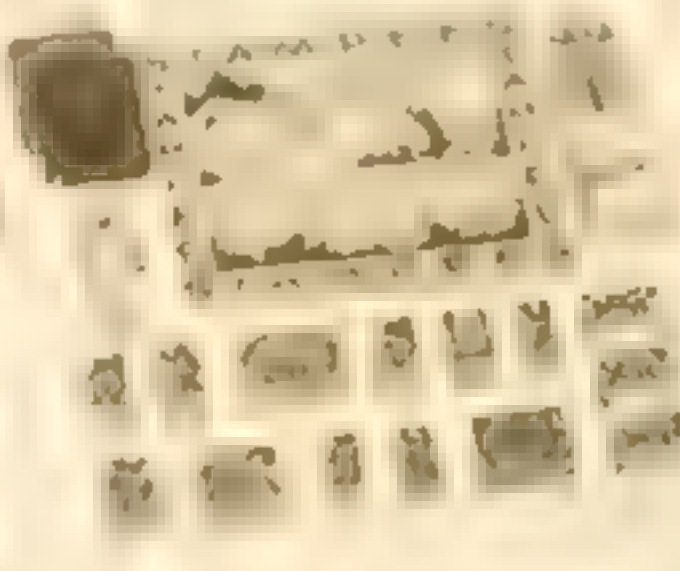
Boys and girls of all ages, from kindergarten through grammar school, love Tinkertoys. There's no limit to the models that can be built . . . it's fun and easy. Make simple things . . . hundreds of toys. 81-piece set that operate in the wind or by hand power. Smooth white birch pieces are put together without screws or bolts. Packed in fiberboard tubes with metal ends.

69c

49 N 4710—Senior Tinkertoy, 188 pieces. Shipping weight 2 lbs. 2 oz. . . . \$1.98
 49 N 4726—Special Tinkertoy, 137 pieces. Shipping weight 2 lbs. . . . 1.59
 49 N 4711—Wonder Tinkertoy, 126 pieces. Shipping weight 1 lb. 8 oz. . . . 1.19
 49 N 4710—Junior Tinkertoy, 81 pieces. Shipping weight 14 ounces. . . . 69c



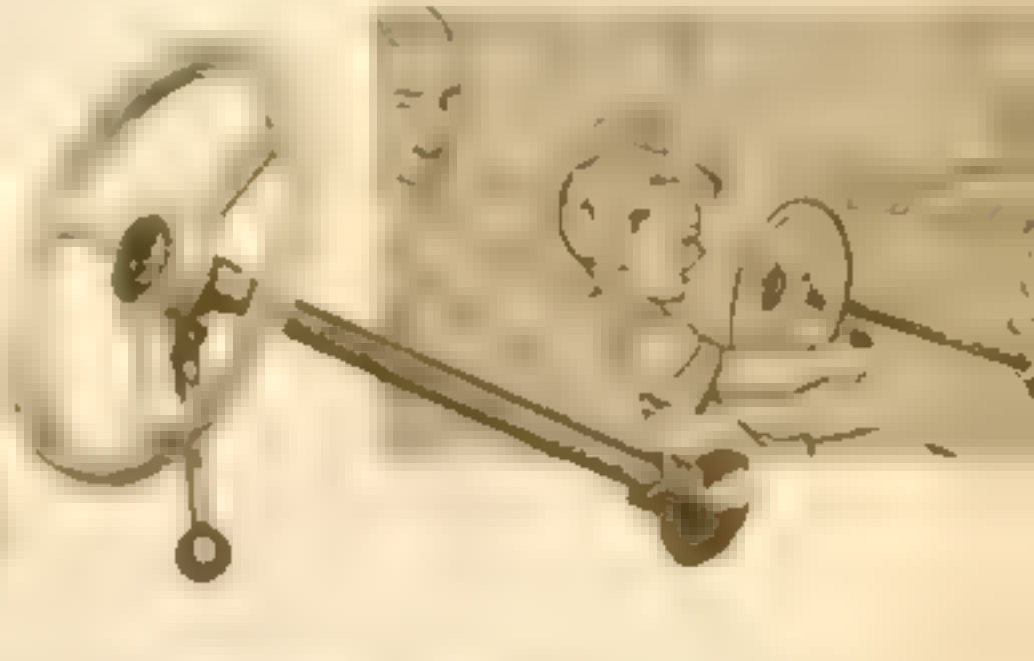
Electric Snipper Scissor Toy. \$1.79
 Cuts paper accurately . . . vibration does all the cutting. Your children can't cut themselves as there are no sharp edges or points. Hand-fitting 5½-inch plastic case with on-off switch. 10 colored pictures included. Attractive box. For 110-120 volt, AC-DC.
 49 N 3841—Shpg. wt. 1 lb. 3 oz. . . . \$1.79



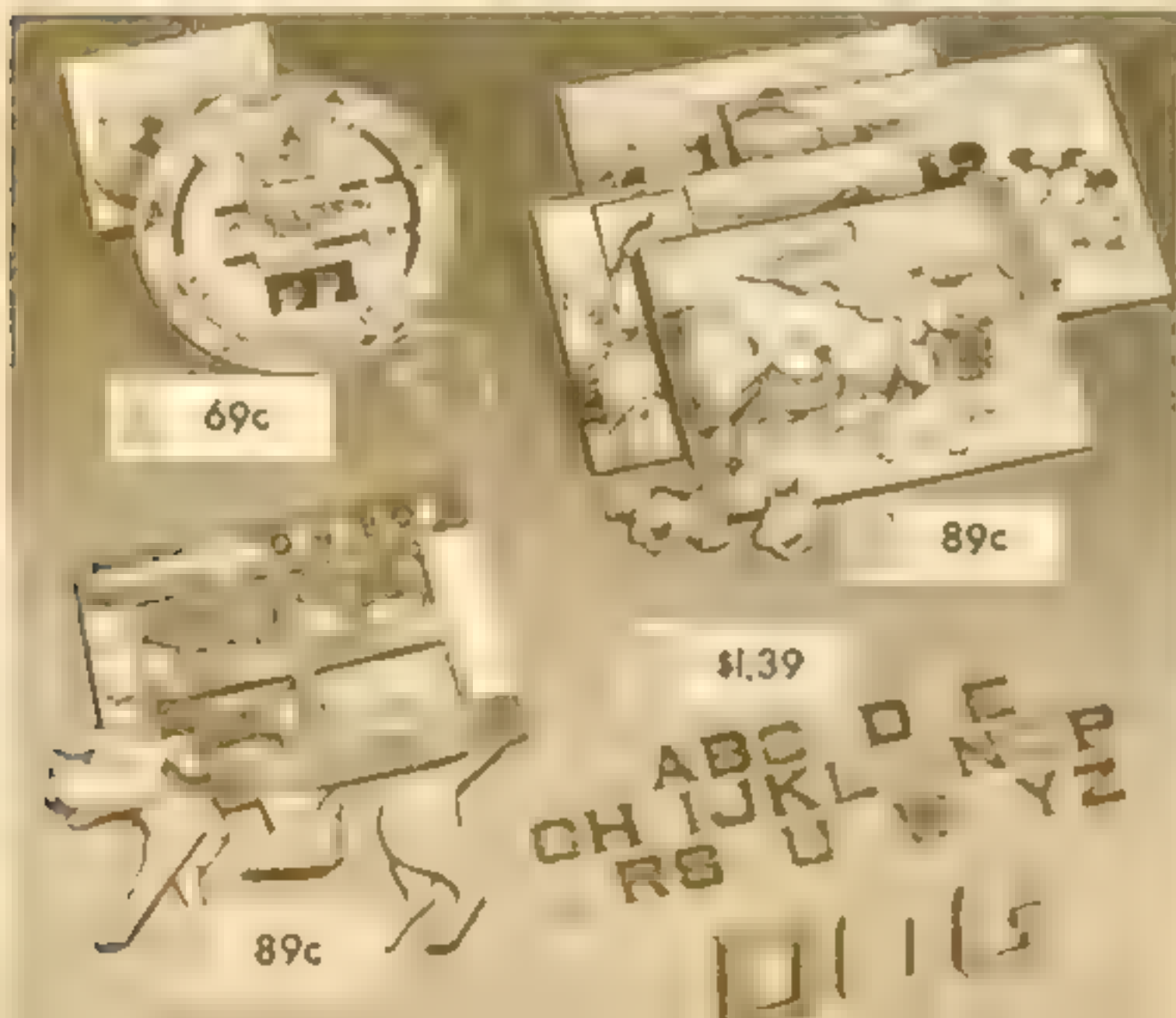
Circus Rubber Stamp Set. 89c
 Quiet hours of fun for your children. 14 rubber stamps, each 1½ in. high, produce pictures of animals. Stamp pad, 4 crayons and booklet for stamping and coloring.
 49 N 3803—Shpg. wt. 12 oz 89c



Letter and Number Rubber Stamp Set. 67c
 4 sets of numbers, alphabets, in 4 type styles. Set of capitals, abbreviations with fixed periods. Pad, booklet, tweezers. One 3-line, one 1-line holder. Box 9½x6 in.
 49 N 3802—Shpg. wt. 8 oz 67c



New fun! De Luxe Junior Steering Wheel. Every child wants to help "drive" daddy's car . . . every child will be thrilled to have a steering wheel like this one! Looks just like daddy's—beautifully molded plastic 10-inch wheel with rubber shaft . . . gear shift that moves . . . horn that beeps. Suction cup holds it firmly to dashboard or any smooth surface. (Keeps child busy while you drive undisturbed.) Also wonderful for make-believe driving at home. **\$2.79**
 49 N 3820—Easily assembled. Shipping wt. 2 lbs. . . . \$2.79



A Spelling and Counting Board. 69c
 Learning to spell and count presents a challenge to youngsters—they have fun and enjoy learning while they play with this board. Alphabet on wood inserts on one side of the board, numbers on other. Child simply slides inserts around board into center slots to form words or numbers. Gay 10-in. diam. cardboard
 49 N 3829—Shipping wt. 1 lb. . . . 69c

B Walt Disney Jig Saw Puzzles. 89c
 4 puzzles cut in large pieces that little fingers can control. Youngsters love the familiar characters and funny scenes: The 3 Little Pigs, Pluto, Donald Duck and Mickey Mouse. Colorful designs are easy to put together—just watch how delighted your children are when they show you a finished scene! Each heavy cardboard puzzle 8½x11 in. long
 49 N 3818—Set of 4, Shpg. wt. 2 lbs. . . . 89c

C New! Plastic Loc-N Bloc. 89c
 What a lot of fun your children will have building animals—pig, cow, dog and cat! Each is divided in three colorful pieces . . . one letter on each spells out name of animal. About 4½ inches long when assembled. Washable. Teaches your children coordination, makes them familiar with animals—amusing and interesting
 49 N 3816—Shipping wt. 1 lb. . . . 89c

D Plastic Letters. Watch how proud your children are when they are able to spell out words with these 30 smooth, colorful, strong plastic letters. Complete alphabet plus duplication of A, E, I and O. Each 2 in. high. Use them as cookie cutters or sand toys. Sanitary, because they're washable. **\$1.39**
 49 N 3616—Shipping weight 1 lb. . . . \$1.39

Save shopping time . . . buy by mail at Sears.

Order all Christmas gifts now, pay by the month on Sears Easy Terms. See page 243

Stuffed Animals and Soft Dolls

Ho, little girls and ho little boys!
Have you heard of the
wonderful march of the toys!



C \$2.89 13½ inch



B
\$2.39
13 inch

A \$1.89
13 inch

Cuddly, plush-coated Bears and Panda made for petting, hungry to be friends

A Two-tone Monkey Bear.

This little fellow longs to be some youngster's bosom companion. Two-tone brown rayon and cotton plush; cotton stuffed. Sparkling eyes, plastic nose, red felt tongue. 13-in. size has stub feet; shaped feet on others.

49 N 4370—About 13-in Shpg. wt. 1 lb. . . . \$1.89
49 N 4371—About 15-inch Shpg. wt. 1 lb. 3 oz. \$2.89
79N04372—About 21-inch Shpg. wt. 3 lbs. . . . \$4.89

B This Panda really grows

—has all the appeal that brings crowds to see the real one at the zoo even a growling voice! Rayon and cotton plush with panda markings; cotton stuffed. Shiny eyes, plastic nose. 13-in. size has stub feet; shaped feet on others.

49 N 4380 About 13-inch Shpg. wt. 1 lb. 4 oz. \$2.39
49 N 4381—About 15-inch Shpg. wt. 1 lb. 6 oz. \$3.39
49 N 4382—About 19-inch Shpg. wt. 3 lbs. \$4.39

C Fully Jointed Teddy.

This roguish fellow assumes just about any pose imaginable . . . his arms and legs are fully jointed and his head turns! Thick, glossy brown rayon plush coat; plump cotton-stuffed body. Velvety paw pads, sparkling eyes, shiny black plastic nose and friendly red felt tongue.

49 N 4357—About 13½-in Shpg. wt. 1 lb. 4 oz. . \$2.89
49 N 4358—About 18-inch Shpg. wt. 1 lb. 12 oz. \$4.89



\$3.89

\$5.89

\$3.87

He jumps and bounces
when you pat his back!

\$2.89

\$1.37

These irresistible Animals inspire a world of juvenile affection

Dancing Baby Bear. Wind the key in her back and she whirls 'round and 'round in a comical dance! Two-tone rayon and cotton plush, cotton and excelsior stuffed. Gay, full-gathered rayon and cotton dress (assorted styles and colors). Bright eyes, saucy tongue, cute plastic nose. Measures about 10½ inches tall.
49 N 4070—Shpg. wt. 1 lb. \$3.89

Musical Bear. There's a real Swiss music box inside this bear. Turn the key in his back and you'll hear a charming tune. His soft coat is two-tone brown rayon plush, and he's softly cotton stuffed. He has a pert plastic nose, a saucy tongue and shiny eyes. About 15 inches tall. (Plays assorted tunes, all familiar to children.)
49 N 4394—Shpg. wt. 2 lbs. \$5.89

Jumping Doggie. Like a playful real-life puppy! Just pat him on the back and he'll jump forward and "yip," bells on his plastic collar tinkling merrily. When playtime's over he's a fine companion during a quiet rest. Coat of deep-pile, cuddly rayon plush; pert ears and tail and shiny button eyes. Firmly stuffed with soft cotton. Comes in assorted colors. About 10½ in. long
49 N 4344—Shpg. wt. 2 lbs. \$3.87

Jumping Kitty. Of course all kittens love to romp—this one jumps up when you pull her leash, and the bells on her front paws jingle cheerily. Soft rayon plush in pretty pastel colors; stuffed with cotton. Sparkling eyes, whiskers. About 11 in. long.
Shpg. wt. 1 lb.
49 N 4347 \$2.85

Adorable little Kitten. This bundle of cuteness deserves a lot of love from any child. Soft cotton-stuffed body covered with two-tone rayon plush. Sewed in, glass-like button eyes, whiskers, felt tongue. Ribbon collar with bell. About 4½ in. high and 8½ in. long to tip of tail.
Shpg. wt. 6 oz.



**See what we've corraled for the kiddies:
a sturdy Horsie meant for real riding!**

- Two-tone soft cotton-back rayon plush body, firmly stuffed
- Mounted on strong steel frame with durable baked-on enamel finish
- Rubber-tired, 4 1/4-in. diam. disc steel wheels. Holds up to 100 lbs.

\$7.98

This frisky horse is saddled and bridled, ready to take some lucky toddler on a real joy ride. He's good-natured and easy to handle; husky enough to endure the rough treatment his young rider will give. Not only is he fun to ride—he's docile when led by the reins, too. His glossy two-tone cotton-back rayon plush coat is soft to the touch; his body is firmly stuffed with cotton and excelsior. Colorful plastic bridle, harness, reins and imitation leather saddle with metal stirrups. Large size. 18 1/2 x 29 1/2 x 20 in. high overall. Height from saddle to floor 13 in. 79 N 04364—Horse on wheels. Shipping weight 6 pounds **\$7.98**



A \$3.79

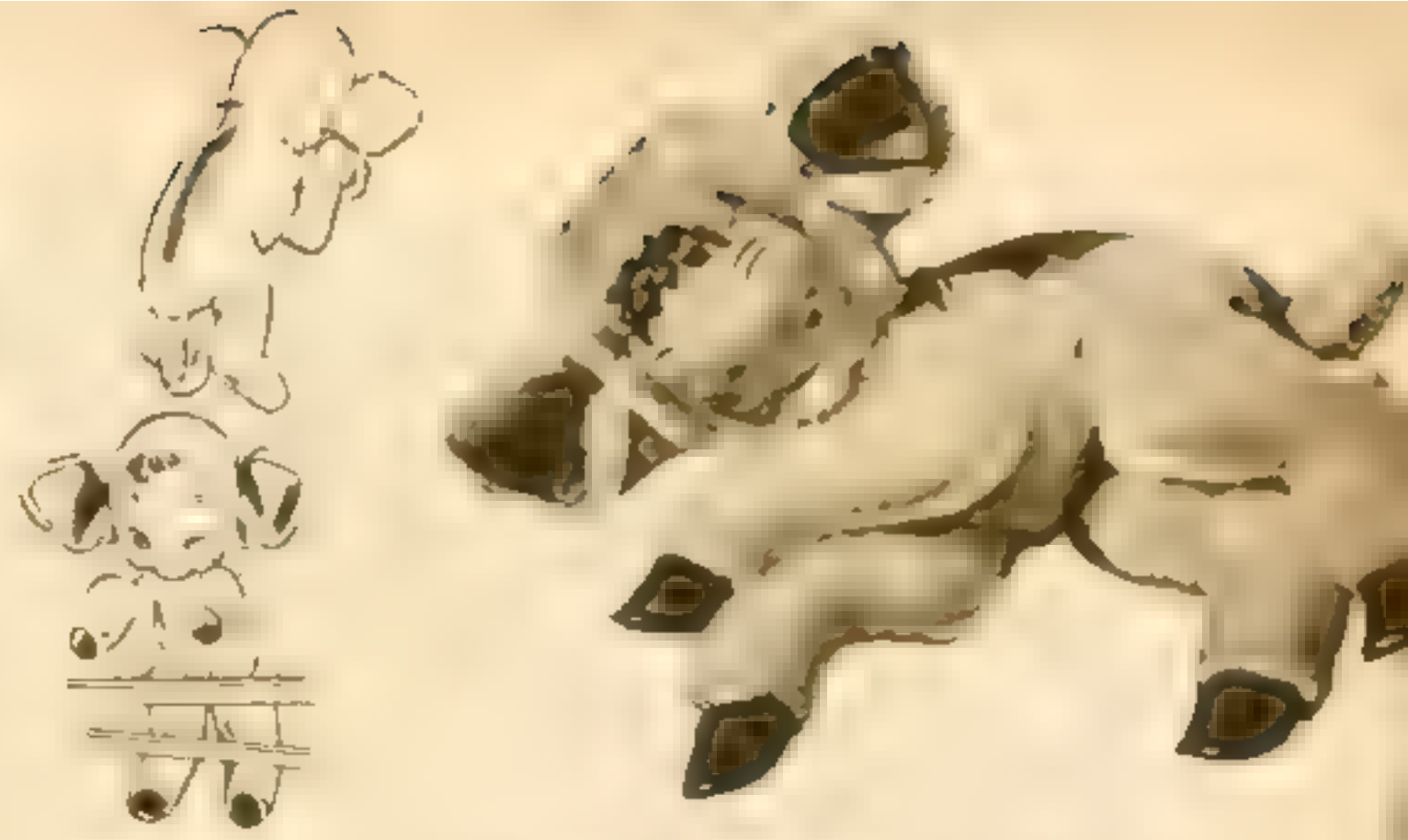
B \$2.79

Lovable Big and Little Sister Dolls

These sweet-faced, wide-eyed sisters are even nicer than those we've had before—they're much prettier and more practical! Since their bodies are completely covered with rubberized cloth, and their mask faces plastic-coated, you can sponge them off with a damp cloth . . . keep them fresh and dainty. They have charming painted features, cotton yarn curls and their bodies are stuffed with soft cotton. Both wear sheer organdy dresses and matching frilly bonnets (assorted colors), cotton undies, rayon socks and imitation leather shoes. Your little girl will love either doll . . . but she'll be thrilled beyond words if you give her both sisters so she'll have a doll family.

- A** Big Sister Doll, 15 in. tall 49 N 3582—Shpg. wt. 1 lb. 8 oz. **\$3.79** **B** Little Sister Doll, 13 in. tall 49 N 3581—Shpg. wt. 1 lb. 2 oz. **\$2.79**

Instead of skipping this Christmas, get everything you'd like to—on Sears Easy Terms! See page 243



Beau-regard, Elsie's elflike baby boy

As soon as we heard that Elsie had produced a darling baby boy, we arranged with Santa to have him ready for you. He's a cuddlesome, capricious calf, naturally, he'd love to cut capers with any youngster on your list. Beau-regard's coat is gleaming, golden-color lush rayon plush; and there's a zipper-closing pocket in his back that's perfect for holding things like handkerchiefs, doll clothes or jewelry. He has a smiling, elflike plastic mask face, and even the beginnings of some tiny horns! Curly yellow cotton yarn forelock, floppy ears, black hoofs. Stuffed with soft cotton. About 15 1/2 inches long overall. 49 N 4075—Elsie-the-cow's baby. Shipping weight 1 lb. 8 oz. **\$4.89**



D \$1.98

C \$2.89

E \$2.97
14-inch

Animal Playmates

extra fine quality—with a furry feel

- C** "Kuddles" Kitten. Far too young to be away from someone who can take care of her! Fluffy pastel-color mohair plush, cotton stuffed. Sparkling eyes, whiskers, ribbon bow. About 11 inches tall. Shipping weight 1 lb. 49 N 4013 **\$2.89**
- D** Rayon plush Lamb. Snowy white (he's a GOOD sheep!) with pastel bow and jingling bell. Stands alone on his awkward long legs. Yarn nose, bright eyes. Cotton stuffed. About 8 1/2 in. high. Shipping weight 1 lb. 49 N 4009 **\$1.98**
- E** Gold-color Jointed Bear. Cuddliest bear you ever saw! Cotton-back rayon plush, extra soft and furry to the touch; cotton filled, fully jointed. Shiny eyes, felt nose, yarn mouth. 49 N 4321—14-inch Shpg. wt. 1 lb. 8 oz. **\$2.97**
49 N 4322—16 1/2-in. Shpg. wt. 2 lbs. **\$3.89**



Mechanical Marvels ...New Action Toys

"And the little red wagons,
and autos, and carts,
And the whirliest engines
with silvery parts"

Exciting Tricky Taxi
Wind long-running keywind motor and watch an amazing performance! Taxi races across any flat surface but does not run off edge; it turns or veers uncannily. Lithographed metal, 4½ in. long.
49 N 5720—Shpg. wt. 6 oz. 77c

Dancing Katinka
Sweeps busily as she dances... delights all young-at-heart. All metal, brightly lithographed. Keywind motor, key attached. About 8 in. tall. Shpg. wt. 12 oz.
49 N 5718 89c

Somersaulting Dog
Watch amusing 'Fippo' turn one somersault after the other. All metal, lithographed. Clock-spring motor; key attached. 3½ in. high. Shpg. wt. 10 oz.
49 N 5730.....99c



Fire Truck
A Siren wails as engine races to "fire". Raise, lower fire tower with crank. Tower turns. Two 8-inch ladders mount on rear truck. Clockspring motor, brake, key attached. Heavy gauge steel—bright baked-on enamel finish. Truck 14 inches long. An exciting gift. Shipping wt. 4 lbs.
49 N 5780 \$3.89

Plastic Train
B Speedy miniature train zooms along on floor without track. Streamlined engine, tender... 2 freight cars and caboose. Sturdy plastic—strong couplers. Engine has powerful, long running clockwork motor, about 21 inches long overall. Ideal for the very young. Shipping weight 12 oz.
49 N 5741 \$1.13

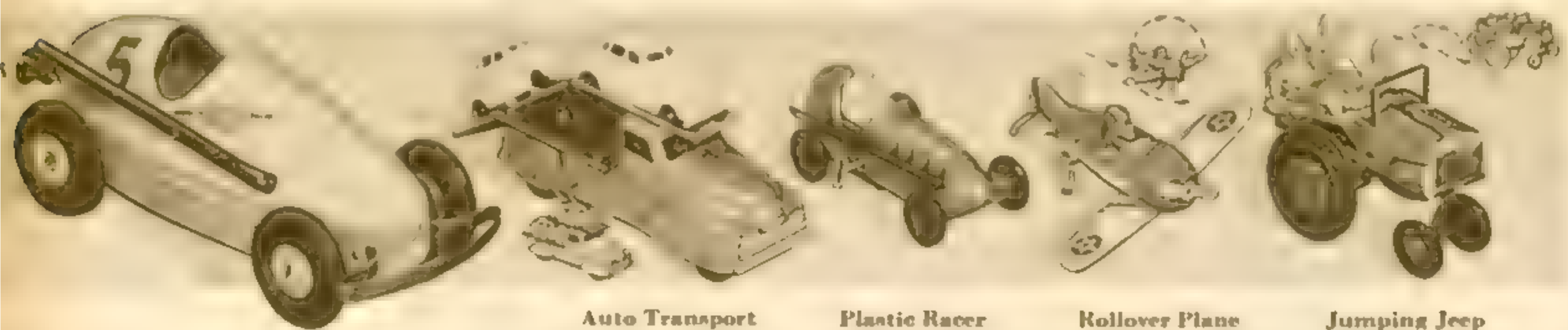
Freight Set
C Metal engine, tender, 2 freight cars, caboose run around roadbed in 21½x13-in. metal base. Base, showing colorful scenery, has mounted-on metal station and tunnel for realism. Keywind motor. Tiny Train is 15½ inches long. Shipping wt. 2 pounds 6 oz.
49 N 5742—Set ... \$1.98



Drum Major
D Beats a marching rhythm with drumsticks on drum. All metal construction, colorfully lithographed dashing uniform. Long-running keywind motor, key attached. Start-stop lever. 13¼ inches tall. Shpg. wt. 2 lbs.
49 N 5767 .. \$1.79

Duck Family
E Jolly Mother Duck waddles along with 2 ducklings in tow. All metal, humorously lithographed. Strong keywind motor. About 13 in. long. Shipping weight 1 pound 8 ounces.
49 N 5765 . \$1.55

Skooter Bug
F Streamlined all metal car scoots around... turning in figure "8's". Smooth colorful finish. 2 metal drivers. Rubber bumper around car. Keywind motor 9¼ inches long. Fascinating fun. Shipping weight 1 pound.
49 N 5747. . \$1.73



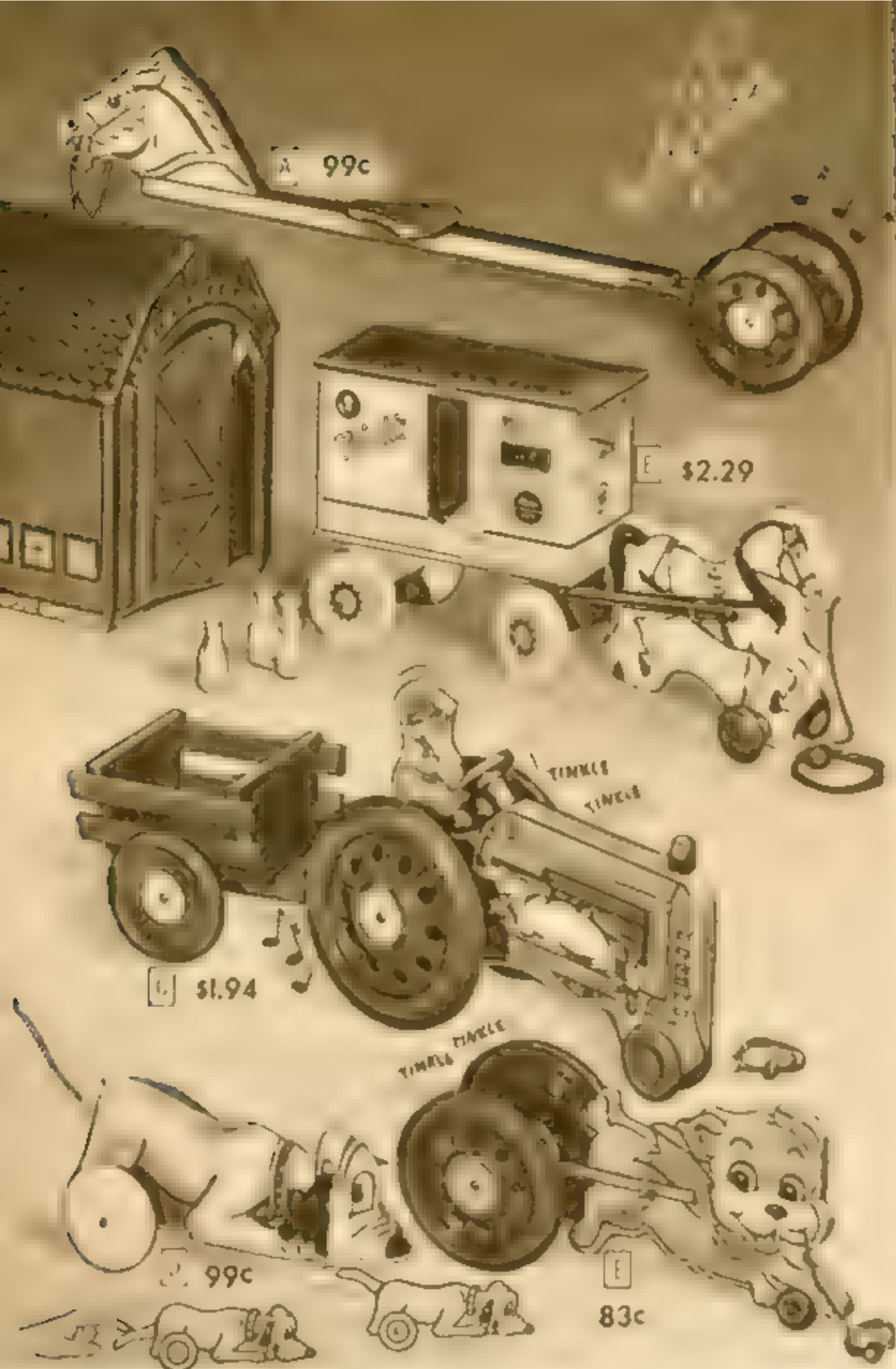
New! Streamlined Tornado Racer
Excitingly different. "Put-put's" like real gas engine. Air pump-powered, with 35 strokes of pumping it develops speed of over 6 miles per hour. Covers over 10 feet distance in 10 seconds. Greater distance and speeds obtained with more pumping. Sturdy aluminum body, bright baked-on enamel. Puncture-proof tires. Spring bumper, 13 inches long.
49 N 5745—Shipping weight 1 lb. 8 oz. \$4.75
148 . . SEARS, ROEBUCK AND CO 3M4K

Auto Transport
Speedy mechanical transport delivers the cars! Brightly enameled steel truck has strong spring motor. Two plastic sedans ride on individual platforms. Lower platform connects with upper for loading... unloading. 10½ in. long. Shipping weight 1 pound 10 ounces.
49 N 5744 . . . 98c

Plastic Racer
Exact scale replica of midget racer, molded with fine detail. Front wheels adjustable for arc or straight runs. Speedy, long-running spring motor with key. 6 in. long. Driver in seat. A hit with young racing fans! Shipping weight 10 oz.
49 N 5749 . . . 79c

Rollover Plane
Scoots along... stops, rolls over completely. Action repeated many times. Strong keywind motor; key attached. All metal, lithographed in military designs and colors. Pilot in cockpit. 5 in. long, 6-in. wing spread. Loads of fun! Shipping weight 12 oz.
49 N 5738 . . .

Jumping Jeep
Rears on back wheels... spins forward... backward... completely around. 4 men ride... won't fall out. All metal, lithographed like military vehicle. Clock spring motor gives repeated action. Key attached. 5½ inches long. Shipping wt. 12 oz.



Colorful Toys with lots of merry action . . . tots love them
Sturdily constructed for lasting fun . . . all moderately priced

- [A] Metal Chime Stick Horse**—Tinkle, tinkle, tinkle all day long! This horse comes alive as you pull it across the floor, with tinkling metal chimes. Seat, stick and head of sturdy wood. 49 N 6467—Easily assembled. Shipping weight 1 lb. 8 oz. **99c**
- [B] Rich's Milk Wagon**—It's in moving order! Rich's wagon is a sturdy wood wagon with metal sides. King pin on front axle, can turn sharp corners. Overall 20x5½x9½ in. high. Packed in colorfully printed cardboard barn box. Three milk bottles and pull cord included. 49 N 5438—Shipping weight 4 pounds. **\$2.29**
- [C] Tractor with Cart**—A huge card wood tractor has great capacity between big front rear wheels. Driver's harness in and down as tractor is pulled along. Detachable wooden trailer has two metal wheels. 49 N 5432—Easily assembled. Has pull cord. Shipping weight 1 lb. **\$1.94**
- [D] Mystery Motor Pluto**—Press down, lift to release it—wheel turns and rolls across floor. Made of metal, comically lithographed. 49 N 5726—10 in. long. Shipping weight 14 ounces. **99c**
- [E] Doggie Pull Chime**—Tinkle, tinkle, tinkle all day long! This dog delight the little ones. Gaily lithographed wood body. Two small wooden wheels in front, two large metal wheels in rear with chimes. Pull cord. 49 N 5429—About 12½ in. long. Shipping weight 1 pound 6 ounces. **83c**

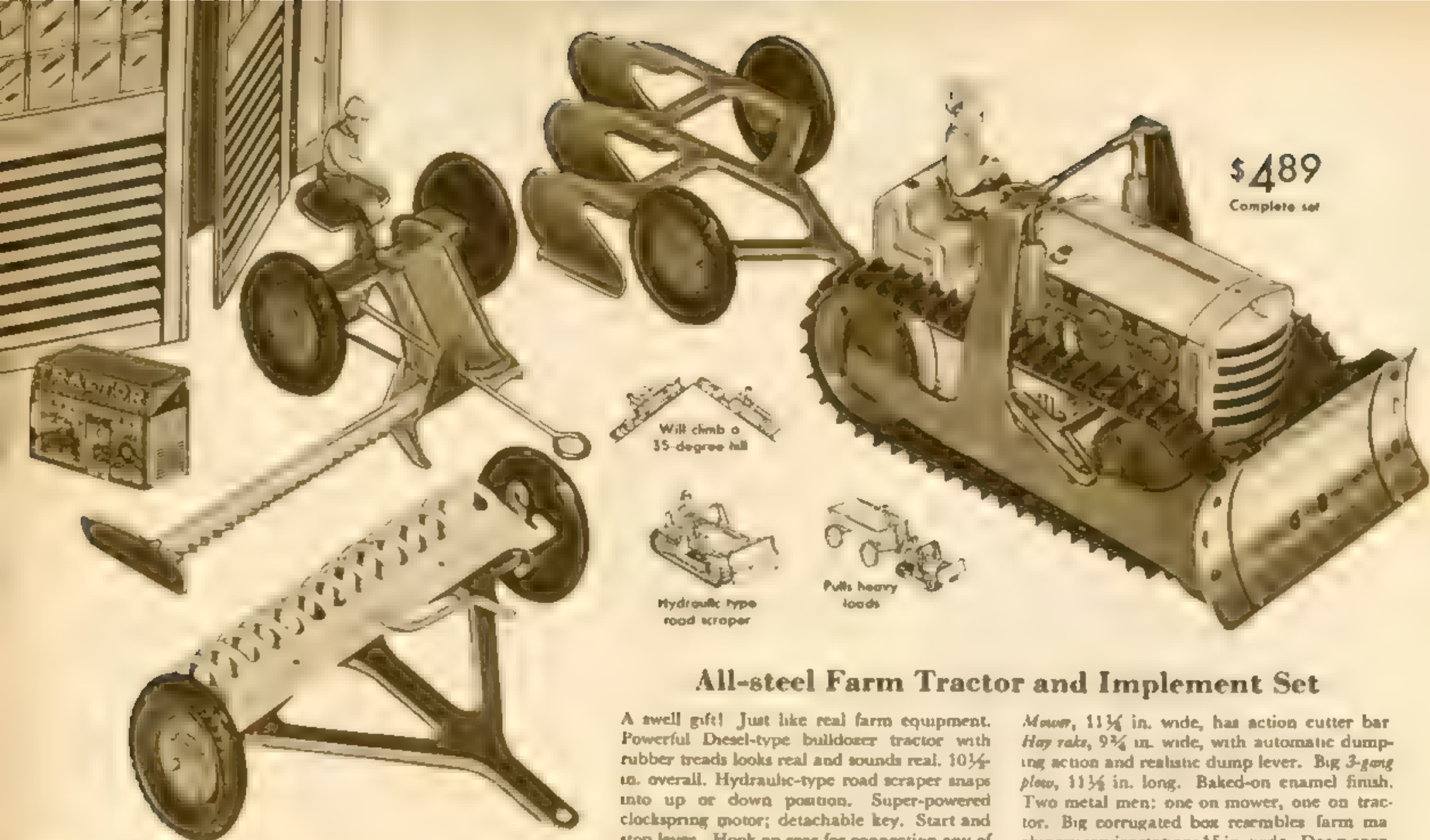
- [F] Yeddy Xylophone**—Bares a happy tune as you pull it across the floor. The xylophone has a steel bar xylophone which is pulled along. The xylophone is made of wood. Shipping weight 1 lb. 8 oz. **\$1.49**
- [G] Musical Circus Elephant**—Heard with the chime plays when pulled. Made of wood, gaily lithographed. 49 N 5453—8x4½x10½ in. long. Shipping weight 2 pounds. **\$1.99**
- [H] Snoopy Sniffer**—Stalks along, woofing loudly as he is pulled. Jointed legs with giant floppy ears. Shipping weight 1 lb. 8 oz. **\$1.99**
- [I] Tailspin Tabby**—Curl and twirl as you pull it across the floor. Shipping weight 1 lb. 8 oz. **42c**
- [J] Pony Chime**—Beautifully lithographed pony on a pull cord. Shipping weight 1 lb. 8 oz. **\$1.49**
- [K] Waddling Quucky Duck Family**—Made of wood, gaily lithographed. Shipping weight 1 lb. 8 oz. **\$1.12**

Thrilling Somersaulting Ski-Jumper

Watch this ski-jumper do an amazing somersault over obstacle. Daring young man goes zipping down the slide . . . suddenly takes off into space . . . turns a perfect somersault lands on his feet and glides off across the floor. Youngsters love to see this stunt over and over again. Metal slide about 25 in. long. Shipping weight 2 pounds. **\$1.39**



Buy all toys by mail at Sears . . . use Easy Terms, page 243



\$4.89
Complete set

All-steel Farm Tractor and Implement Set

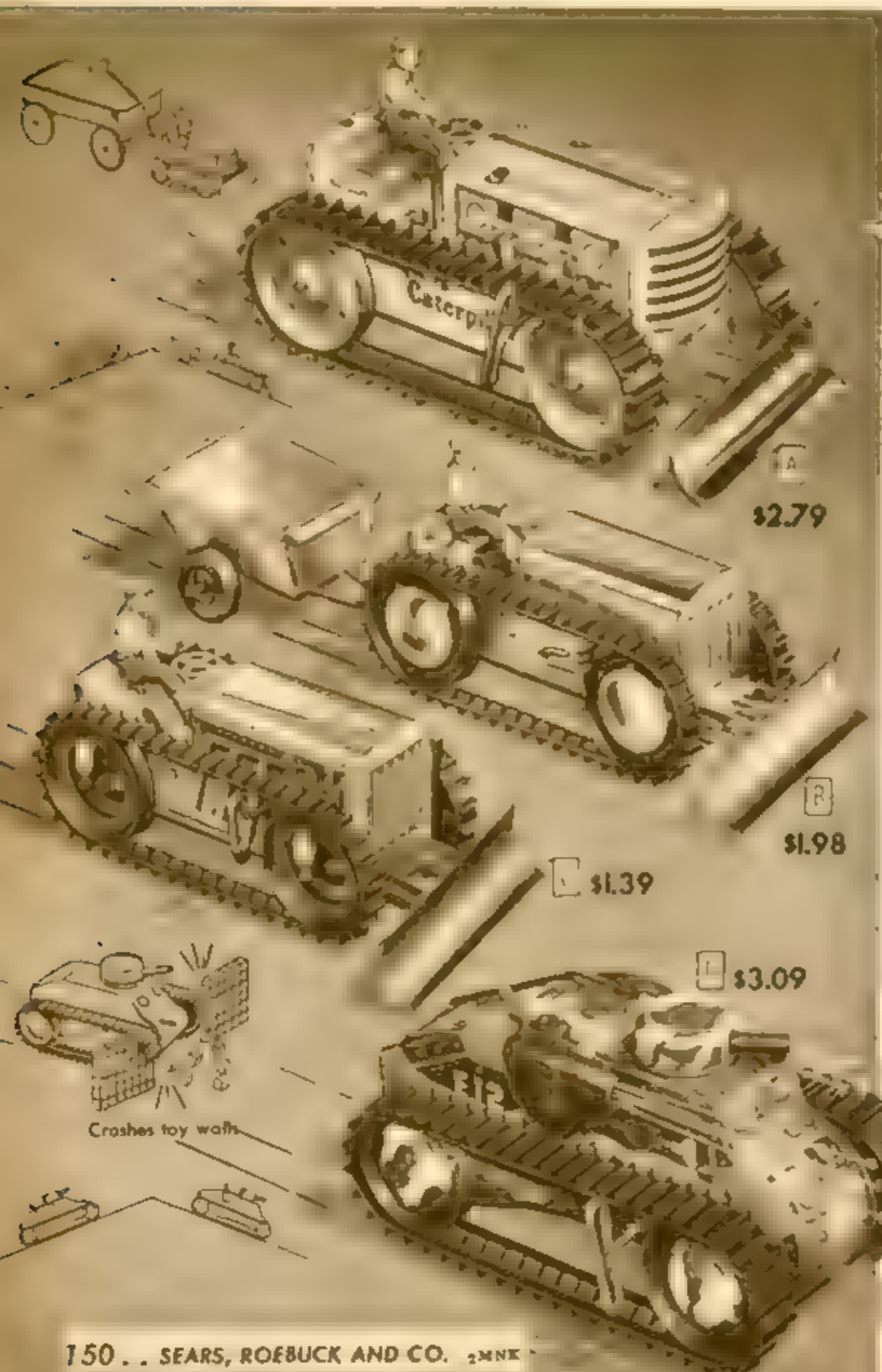
A swell gift! Just like real farm equipment. Powerful Diesel-type bulldozer tractor with rubber treads looks real and sounds real. 10 1/4 in. overall. Hydraulic-type road scraper snaps into up or down position. Super-powered clockspring motor; detachable key. Start and stop lever. Hook on rear for connecting any of three realistic implements that really operate.

Mower, 11 1/4 in. wide, has action cutter bar. Hay racks, 9 3/4 in. wide, with automatic dumping action and realistic dump lever. Big 3-gang plow, 11 1/4 in. long. Baked-on enamel finish. Two metal men; one on mower, one on tractor. Big corrugated box resembles farm machinery service station; 15 in. wide. Doors open. 49 N 5786—Shpg. wt. 6 lbs. Set \$4.89

Will climb a 35-degree hill

Hydraulic type road scraper

Pulls heavy loads



*Mechanical Tractors,
Rider and Floor Toys*

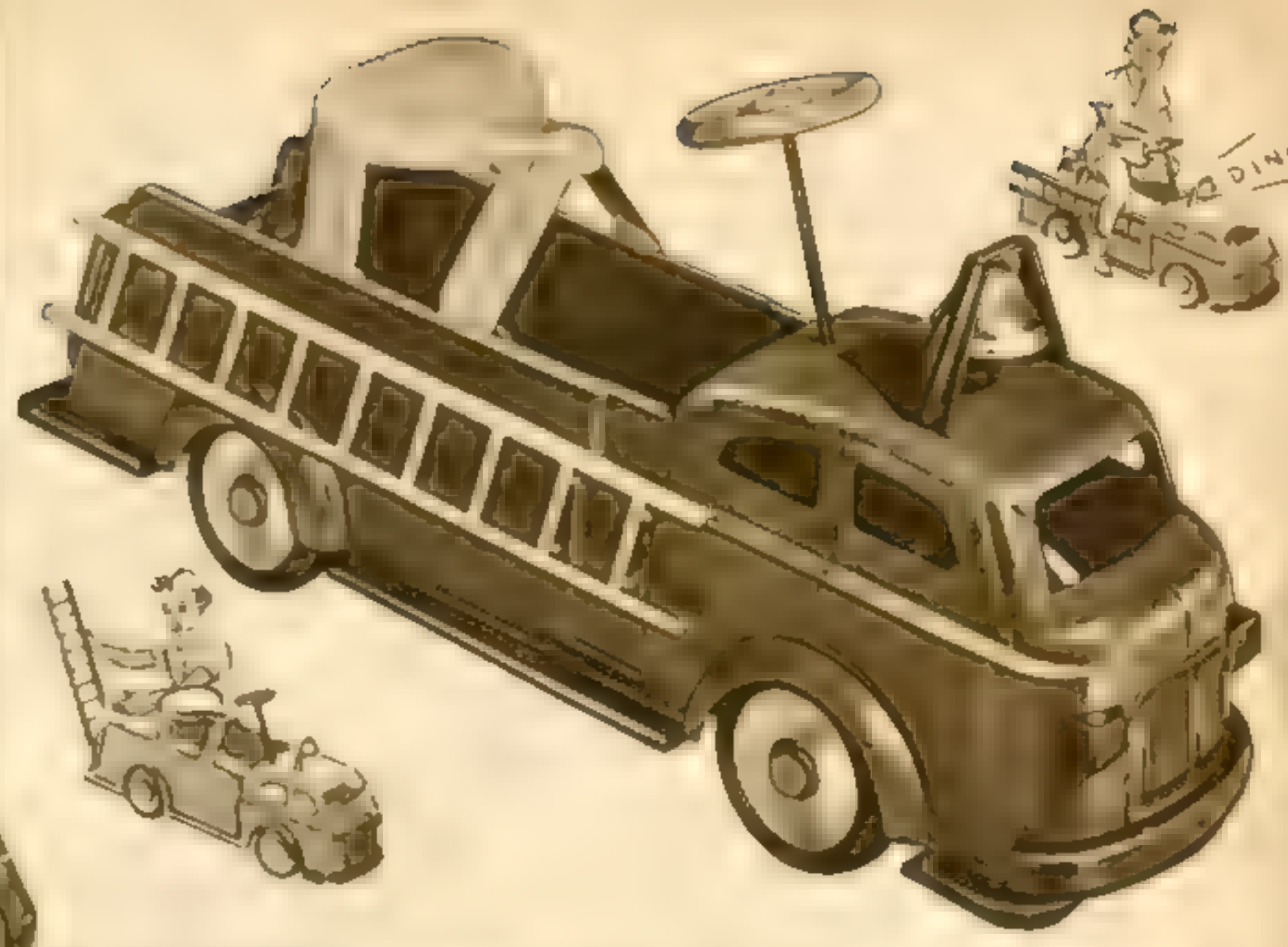


Mr. Santa Claus Man,
aren't you afraid
Your sleigh won't hold all
the toys you have made?"

Powerful, heavy-duty Tractors and Tanks

Have heavy-duty clock spring motors. Plenty of power even for climbing 35° grades! Pull many times their weight. Move forward with lumbering, tractor-like speed. Start, stop levers; keys attached. Sure-grip rubber treads for positive traction.

- A** Powerful toy Farm Tractor. Tremendous power for a toy of its size! Will actually pull a toy coaster wagon. All-metal; lithographed to resemble Diesel-type bulldozer tractor. Streamlined with shaped radiator front. Road scraper is easily attached and detached. With driver, brake and hook in rear for attaching loads. 49 N 5759—11 in. overall, with scraper attached. Shipping weight 2 lbs. 4 oz. \$2.79
- B** Tractor, Trailer, Scraper Set. Durable, shiny aluminum construction. Wind it up and watch it climb over steep grades and roar over obstacles! Detachable road scraper. Aluminum dump trailer also detaches. Trailer may be used to carry other toys. Metal driver. Overall length 15 1/2 in., including trailer and scraper. 49 N 5753—Shipping weight 1 pound 8 ounces. \$1.98
- C** Tractor and Road Scraper. All-metal; realistically lithographed. Clockspring motor; rubber treads. Detachable scraper. Metal man. Hook at rear. 49 N 5749—10 1/4 inches long overall. Shipping weight 1 lb. 6 oz. \$1.39
- D** Giant spark-shooting Tank. What boy wouldn't be thrilled to receive this tank! It crashes toy walls . . . climbs steep grades . . . rumbles like a real tank . . . even shoots sparks! Dummy cannon in revolving turret. Powerful clockspring motor. All-steel; lithographed in camouflage colors. Rubber treads. Rear hook. 49 N 5797—5x5 1/4 x 9 1/4 in. long Shipping weight 2 lb. \$3.09



Steel Rider Truck for your young fireman \$6.49

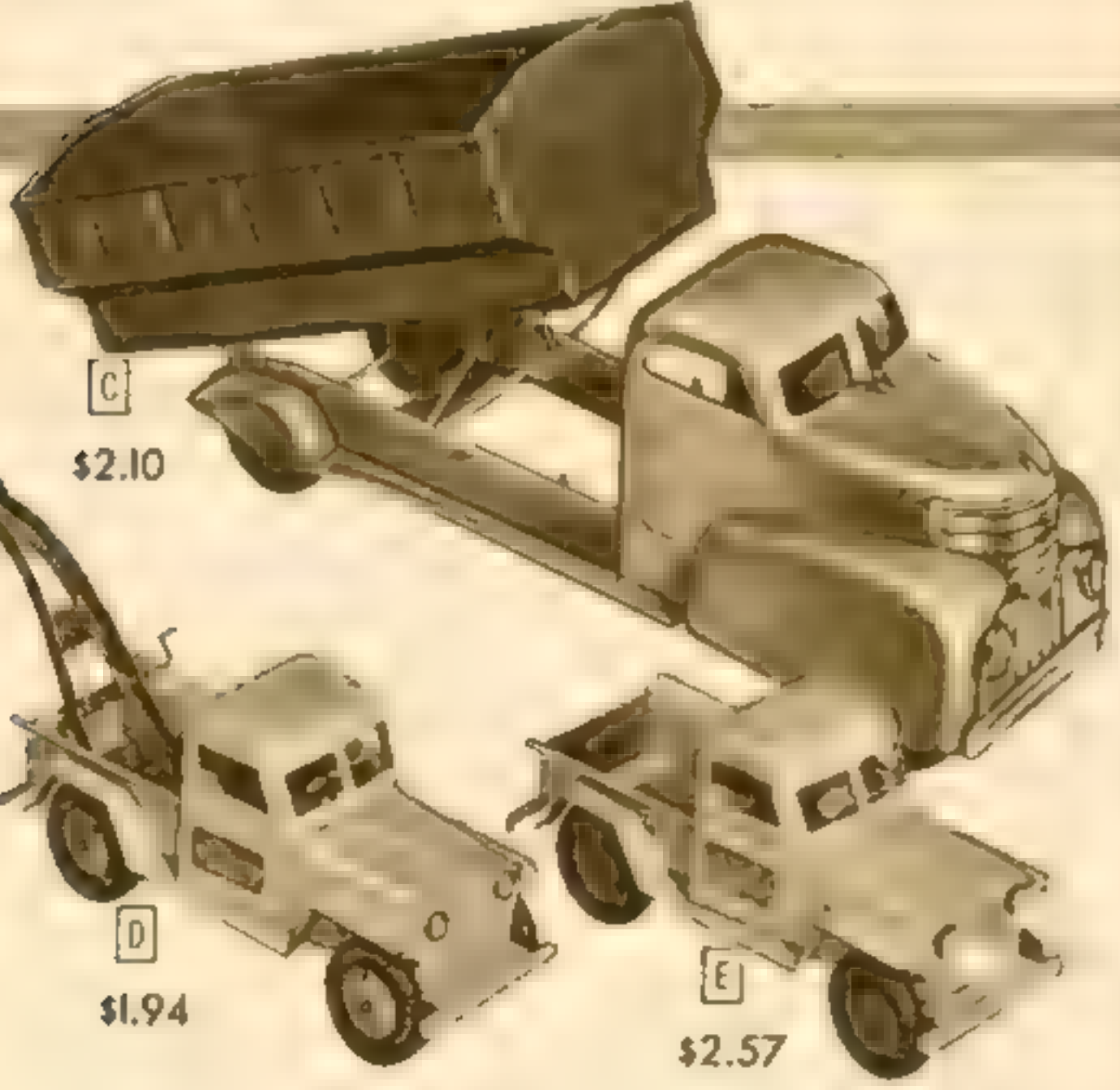
• Just like a real fire engine! Clang the bell! Unhook the ladders!
 • Steer with regular steering wheel as you speed to "make-believe" fires.
 A grand gift for an active youngster! Heavy duty fire engine with sturdy bicycle-type seat. Automobile-type chassis of extra heavy gauge steel, reinforced and welded for strength. Youngsters really go for that bright red enamel... the automobile-type steering gear... the fire bell-mounted on the cab... the four, big, easy-rolling, rubber-tired disc wheels! Best of all—two ladders, each 20 in. long, unhook from sides of truck and mount at rear. Truck over 30 inches long overall; 15½ in. high; 8½ in. wide. Seat 11½ in. from floor. 79 N 06187—Shipping weight 16-pounds.....\$6.49

Trailer Truck

A A big truck! 25 in. long overall; 8 in. high. Six rubber-tired wheels; one spare. Glass reflectors just like a real truck, two on rear and three on top front of trailer. Dummy headlights, front bumper and grille. Heavy sheet steel construction; bright baked-on enamel finish. A gift to delight any boy! Shipping weight 8 lbs. 79 N 06182.....\$2.89

Hook and Ladder

B Lots of fun putting out "make-believe" fires with this realistically lithographed hook and ladder! Thrill after thrill as it speeds around corners, trailer swinging on swivel-mounted cab! Ladder with dummy water nozzle may be hoisted up to 32 in. high by cranking handle. Fire bell on hood. Made of heavy-gauge steel; bright baked-on enamel finish. 25 inches long overall. Six rubber wheels. 49 N 6179—Shpg. wt. 4 lbs.....\$2.49

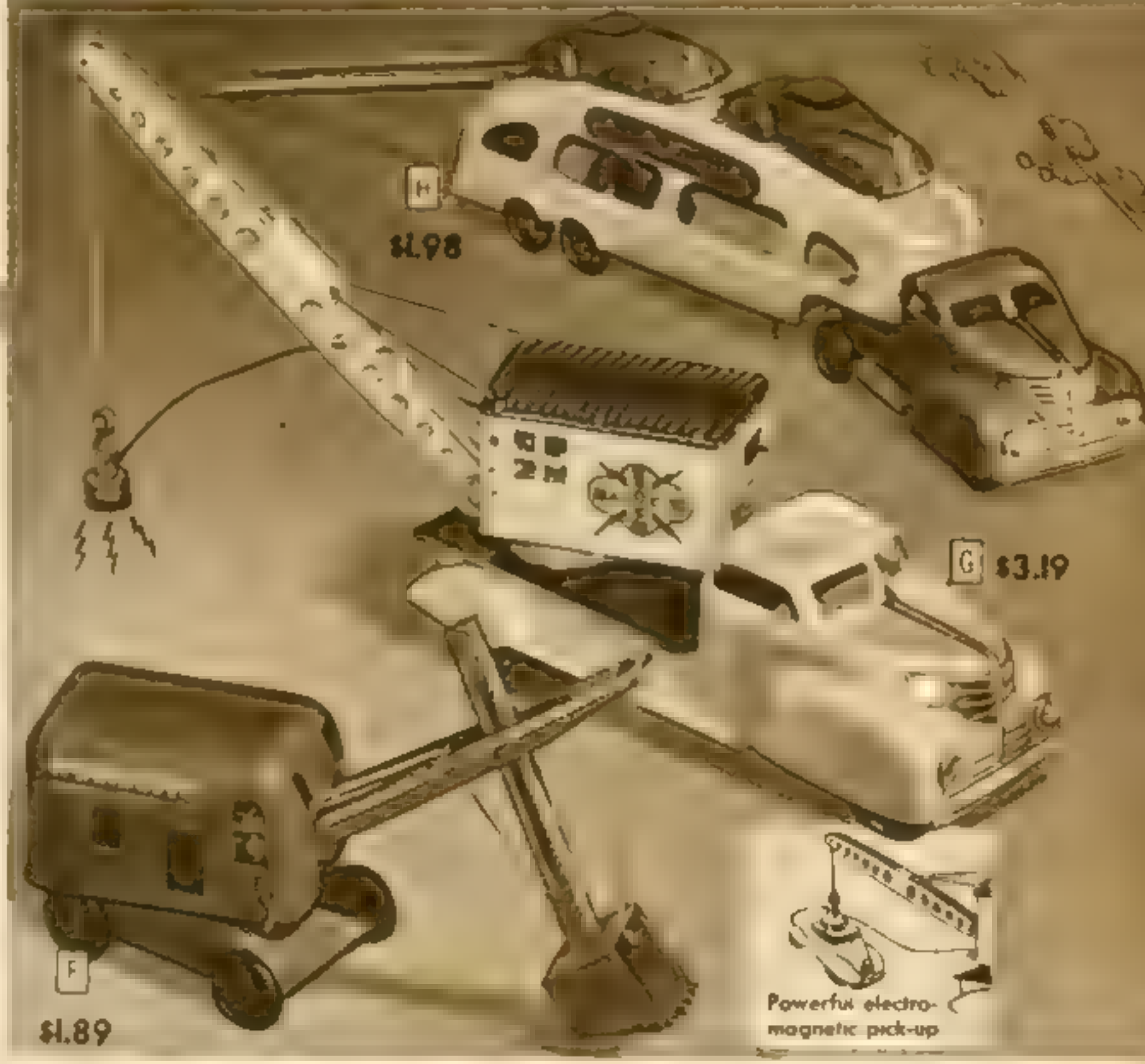


Big realistic all-steel Toy Trucks

C Cool Dump Truck. Heavy gauge sheet steel. Bright baked-on enamel finish. 22½ in. long overall. Lever for dumping. Rear gate opens to pour coal. Dummy grille and bumpers. 4 wheels. 79 N 06157—Shipping weight 5 pounds.....\$2.10

D Jeep-type Wrecker Truck. Replica of famous Willys pick-up truck. Removable wrecker boom. Length 16 in. overall; 7½ in. high to top of boom. Ratchet hoist on boom. Front and rear bumpers; dummy headlights; hook on rear. Hood raises. Removable tailgate. Steel, bright baked-on enamel finish. Shipping weight 2 lbs. 8 oz. 49 N 6137.....\$1.94

E Electrically lighted Jeep Truck. Hood lifts for access to battery. Two light bulbs. On-off switch. Big truck bed. Tailgate drops for unloading. Front and rear bumpers. Dummy steering wheel. Hook in rear. 13 in. overall. All-steel, baked enamel. Uses standard flashlight battery (not included) Shpg. wt. 2 lbs. 8 oz. 49 N 6152.....\$2.57



Steam Shovel

F Works just like a real steam shovel. Picks up and dumps anywhere you wish. Heavy gauge all-metal construction; bright baked on enamel finish. About 20 in. long overall with boom extended. Cab revolves on metal base. Two convenient cranks, one on either side; one makes ratchet sound. Shipping weight 3 pounds. 49 N 6154.....\$1.89
 Easy Terms, see page 243

Magnetic Crane

G Powerful electro-magnet, attached to die cast lifting hook, picks up heavy metal objects, drops them when battery is turned off. Release-lever and crank to raise and lower cable. Cab and 14-inch 3-position boom revolve. Made of heavy steel; colorful baked-on enamel. Size 24 inches overall. Uses flashlight battery (battery and small car are not included). Shipping weight 4 lbs. 4 oz. 49 N 6180.....\$3.19

Big Auto Transport

H It's fun to play "car delivery"! 4-wheel cab. Detachable trailer has 4 wheels and collapsible support. Grooves on top hold the two 6-in. cars. Two 12-in. skid rails attach to upper deck to let cars roll down. Tailgate drops down forming unloading ramp for lower deck. Sturdy all steel; bright colors, 22 inches long. Shipping weight 4 pounds. 49 N 6149.....\$1.98



\$3.55 **A**
\$3.55 **B**

New additions to our best pressed Aluminum Cookware
Please do not order before November 1st

- A** Maid of Honor Dutch Oven. **\$3.55**
 Heavy 10-gauge aluminum. Wide, flat, thick bottom absorbs heat quickly; the deep-domed, self basting cover fits tightly to help seal in food flavors and vitamins. Large 5-quart capacity.
 11 N 1282—Shipping weight 4 lbs. 8 oz. **\$3.55**
- B** Maid of Honor Chicken Fryer. You can't beat it for cooking tender, tasty chicken. Thick 8-gauge bottom and sides absorb and hold heat like an oven; heavy snug 14-gauge cover holds steam in. 10-in. diam., big enough for 2 chickens. Cool plastic handles, knob.
 11 N 1281—Shipping weight 4 lbs. **\$3.55**



\$2.45 **C**
\$2.93 **E**
\$2.19 **D**
\$1.93 **F**
\$2.33 **H**
\$1.94 **G**

Best sheet aluminum Cookware

- Extra heavy weight—Maid of Honor finest quality **\$1.94**
- Tight fitting non-boil-over covers lock steam in **Saucepan set**
- Mirror polished outside, murray finish inside
- Non-char handles and knobs made of cool-type black plastic
- C** Seamless Percolator. 11 N 1209—*State size*. 4-cup. Shpg. wt. 1 lb. 4 oz. **\$1.57**
 6-cup. Shpg. wt. 1 lb. 12 oz. **1.82**
 8-cup. Shpg. wt. 1 lb. 12 oz. **2.09**
 12-cup. Shpg. wt. 2 lbs. 4 oz. **2.45**
- D** 5-purpose Cooker. Use as double boiler, open or closed saucepan, open or closed casserole. 2-qt. inset, 3-qt. bottom. Shpg. wt. 2 lbs. 8 oz.
 11 N 1225..... **\$2.19**
- E** Drip Coffeemaker. 11 N 1210—*State size wanted*. (E) 12-cup. Wt. 2 lbs. 4 oz. **\$2.93**
 8-cup. Shpg. wt. 2 lbs. **2.69**
 6-cup. Shpg. wt. 1 lb. 12 oz. **2.39**
 P1 4-cup. Wt. 1 lb. 4 oz. .. **1.93**
- G** 3-piece Saucepan Set. *Price reduced.* 18-gauge aluminum. 1-quart, 2-quart and 3-quart sizes. Cup graduations on outside
 11 N 1216—Shipping weight 2 lbs. 4 oz. **Set \$1.94**
- H** Covered Pots. *Price reduced.* Snug fitting covers lock steam in. Wide flat bottoms heat evenly
 11 N 1213—*State size wanted* 8-quart capacity. Shipping weight 2 pounds 12 oz. **\$2.33**
 10-quart capacity. Shipping weight 3 lbs. 4 oz. **\$2.63**
 12-quart capacity. Shipping weight 3 lbs. 12 oz. **\$2.98**



\$3.99 **J**
\$6.45 **K**
\$3.89 **L**
\$4.29 **M**

Cast aluminum Cookware

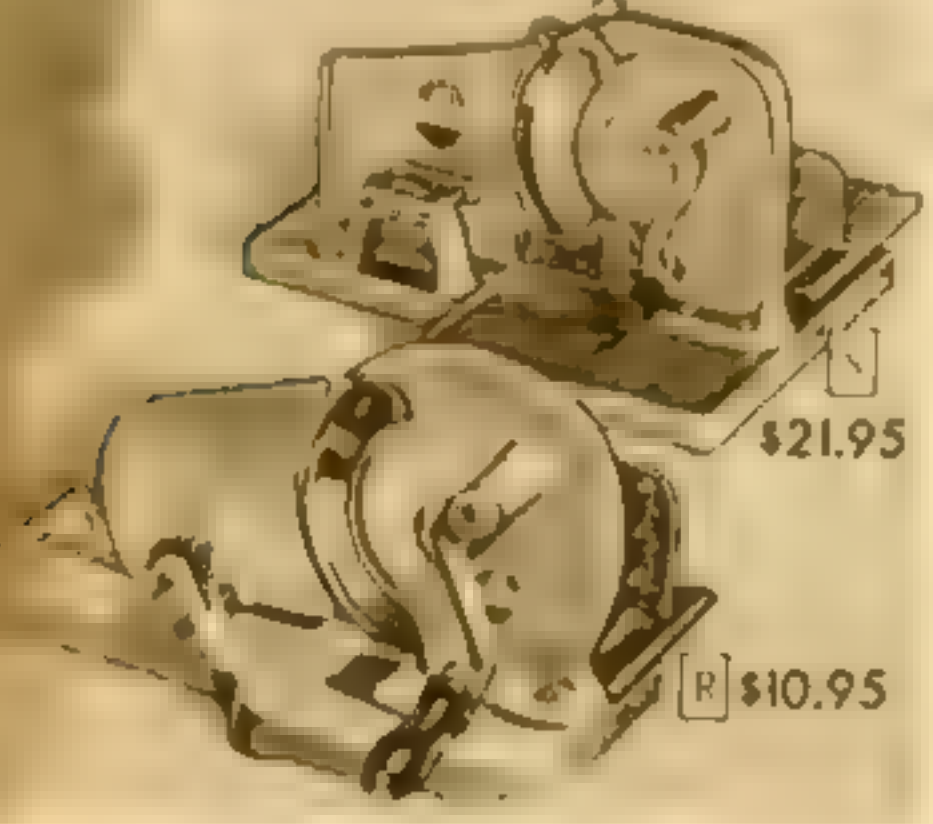
- Maid of Honor finest quality **\$6.45**
 - Mirror polished outside finish **Dutch Oven**
 - Cool-type plastic knobs, handles
 - J** Open Skillet. Every home needs one. Heats quickly, evenly. 10½-in. diameter
 11 N 1596—Shpg. wt. 1 lb. 15 oz. **\$3.99**
 11 N 1599—Chicken Fryer. Same as above, except with cover Shpg. wt. 4 lb. 12 oz. **\$6.45**
 - K** Dutch Oven. For top of stove cooking, roasting, baking. Overall height 6½ in.; 10½ in. in diameter. 5-quart capacity.
 11 N 1598—Shpg. wt. 4 lbs. 8 oz. **\$6.45**
 - L** 11 N 1597—Covered Saucepan. *State size* 1-quart. Shpg. wt. 2 lbs. 4 oz. **\$3.89**
 - M** 2-quart. Shpg. wt. 3 lbs. 4 oz. **4.29**
 3-quart. Shpg. wt. 3 lbs. 8 oz. **4.98**
- Save 76c on 4-piece Set. Set consists of dutch oven, open skillet, 2 and 3-quart covered saucepans. Shpg. wt. 13 lbs
 11 N 01593—4-piece set..... **\$18.95**



\$1.72 **N**
\$2.50 **P**

Handy Cooking Aids

- N** French Fryer. Polished aluminum. Perforated aluminum basket (not wire). 4-qt. base. Long handles.
 11 N 1274—Shipping wt. 1 lb. 8 oz. **\$1.72**
- P** Tel-Try Deep Fat Thermometer. Stainless steel—no taste. Accurate. Clamps to utensil. Also for candy, jelly. 8 in. long
 11 N 4368—*Postpaid* (Shpg. wt. 6 oz.) **\$2.50**



\$21.95 **R**
\$10.95 **S**

Maid of Honor Food Slicers

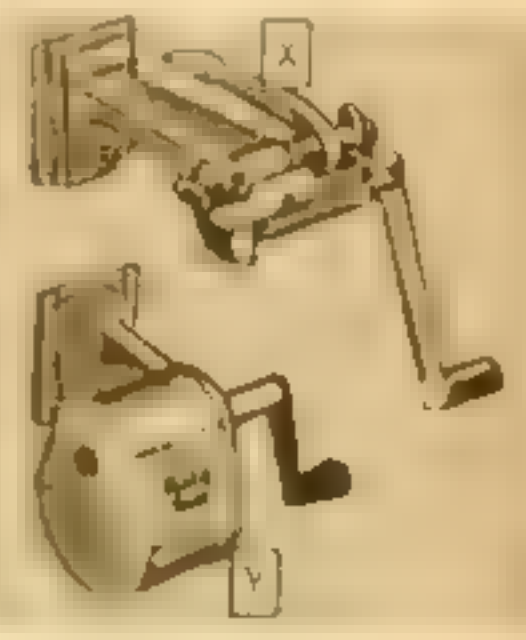
- R** Low cost Slicer. Fast working, dependable slices from wafer thin to ¼-inch thick. Slices food 5 inches high, 7½ inches wide, any length. Has keen chrome plated steel knife. Sliding platform. Spur clamp holds food securely. All metal frame; smooth baked-on enamel finish 13¼x9 in. wide. *Available*
 11 N 04800—Shipping weight 12 lbs. **\$10.95**
- S** Better Slicer. Larger 7½-inch satin chrome steel knife slices from ⅛ to ¾ in. thick. Slices to the last scrap—has thumb guard and guarded blade. Built-in food tray catches slices. Spur food clamp. Sliding platform glides on steel rods. All metal. Enamel finish. 16½x13 in. wide. *Available*.
 11 N 04805—Shipping wt. 24 lbs. **\$21.95**



12 Cooking Utensils in 1
 Cooks an entire meal the tasty "waterless" way

Convenient Kitchen Aids you'll use every day

- F** Salt and Pepper Shakers and Grease Container Set. Spun aluminum. Shakers have bakelite tops, are 2x3½ in. high. Grease container has perforated aluminum strainer and bakelite cover knob, size, 5½x4½ inches high
 11 N 1449—Shipping weight 1 pound 4 ounces **\$2.57**
- U** Whistling Teakettle. Whistles when water boils. Whistle spout removes for pouring or filling. Bakelite handle. Sheet aluminum
 11 N 1159—2½-qt. cap Shpg. wt. 1 lb. 12 oz **\$1.38**
- V** Cast aluminum Dutch Oven. Finest quality cast aluminum, mirror polish outside finish, murray finish inside. Absorbs, holds heat. Snug cover, plastic knob. Wide side handles. 5x10⅞ in. diam. 4-qt. cap.
 11 N 1502—Shpg. wt. 4 lbs. 8 oz **\$2.99**
- W** Maid of Honor 12-purpose Cooker. Extra heavy sheet aluminum. Use as dutch oven, food strainer, cake cover, casserole, waterless cooker, food steamer, oven roaster, 5-qt. stock pot, chicken fryer, 2½-qt. stock pot, cake cooler, pie pan or bun warmer
 11 N 1271—Shpg. wt. 6 lbs. 8 oz. **\$4.88**



- X** De luxe Can Opener. Opens any shape of can; leaves smooth edge. Die cast steel, white enamel finish. Removable from bracket. Shpg. wt. 1 lb. 10 oz.
 11 N 4040—With bracket... **\$2.13**
- Y** Pencil Sharpener. A new, modern convenience for your kitchen. Useful, decorative. White enameled plastic barrel; die cast steel mechanism, chrome face. Bracket same as opener above. Shpg. wt. 1 lb. 10 oz.
 11 N 4041—With bracket... **\$1.87**
 11 N 4043—Opener and Sharpener Shpg. wt. 3 lbs. 6 oz. **\$3.89**

Seat Covers Auto Radios

On holly branch and mistletoe
And Christmas chimes
where'er we go



ALLSTATE Nylon Seat Covers

- Beautiful, long wearing **NYLON**
- Vinyl plastic trim on both backrests
- Sleek, smooth "glove-like" fit

Seats, backrests of durable, resilient nylon . . . tests prove outstanding resistance to wear. Easy to slide over, cool to ride on. Water-repellent finish wipes clean with damp cloth. Heavy cotton cloth on balance of seats, backrests, back of front seat. Cream colored beading, double-stitched seams. **State choice maroon or dark green.** For 1941-49 Ford exc. '41 Bus, coupe; 1938-48 Chev.; 1940-48 Plym.; 1937-48 Buick, Olds., Pont.; 1939-48 Chrys., DeSoto, Dodge, Merc., Cadil., Nash, Stud.; 1937-39 Hud.; 1938-41 Pack. **See How to Order for exceptions to above listings.** Shpg. wts.: coupe 5 lbs.; sedan 8 lbs.

- | | |
|----------------------------------------------------------------------------------------|--------|
| 28 N 7200—2-pass. coupe, 1-piece backrest | \$8.95 |
| 28 N 7201—For 2 and 3-pass. coupe with solid seat and 2-piece split backrest | 11.50 |
| 28 N 7202—For 2-door sedan, coach, coupe sedan, 5 and 6-pass. coupe | 21.50 |
| 28 N 7203—4-dr. 5 & 6 pass. sedan | 21.50 |



ALLSTATE Fiber Seat Covers

- Genuine lacquer-coated wood pulp fiber
- Vinyl plastic trim on front backrest
- Full width fiber seats and backrests

Seats and backrests completely protected by heavy-weight, long-wearing fiber in attractive plaid pattern. Lacquer-coated to resist soiling . . . easy to wipe clean. Heavyweight tan cotton cloth on balance of seats, backrests, back of front seat. Distinctive cream colored beading over double-stitched seams. Wts.: coupe 5 lbs.; sedan 9 lbs. **See How to Order.**

- | | |
|---------------------------------------------------------------------------------------------------|--------|
| 28 N 7220—2-pass. coupe, 1-piece backrest | \$5.39 |
| 28 N 7221—For 2 and 3-pass. coupe with solid seat, 1-piece split backrest | 7.29 |
| 28 N 7222—For 2-door sedan, coach, coupe sedan, 5 and 6-pass. coupe | 12.25 |
| 28 N 7223—For 4-door 5 and 6-pass. sedan, Without center armrest in rear seat | 12.25 |
| 28 N 7224—For 1940-41 Buick, Cadillac, Oldsmobile, Pontiac, With center armrest in rear | 13.25 |
| 28 N 7218—2-door sedan, front seat only | 7.29 |
| 28 N 7219—4-door sedan, front seat only | 7.29 |



ALLSTATE Deluxe Fiber Covers

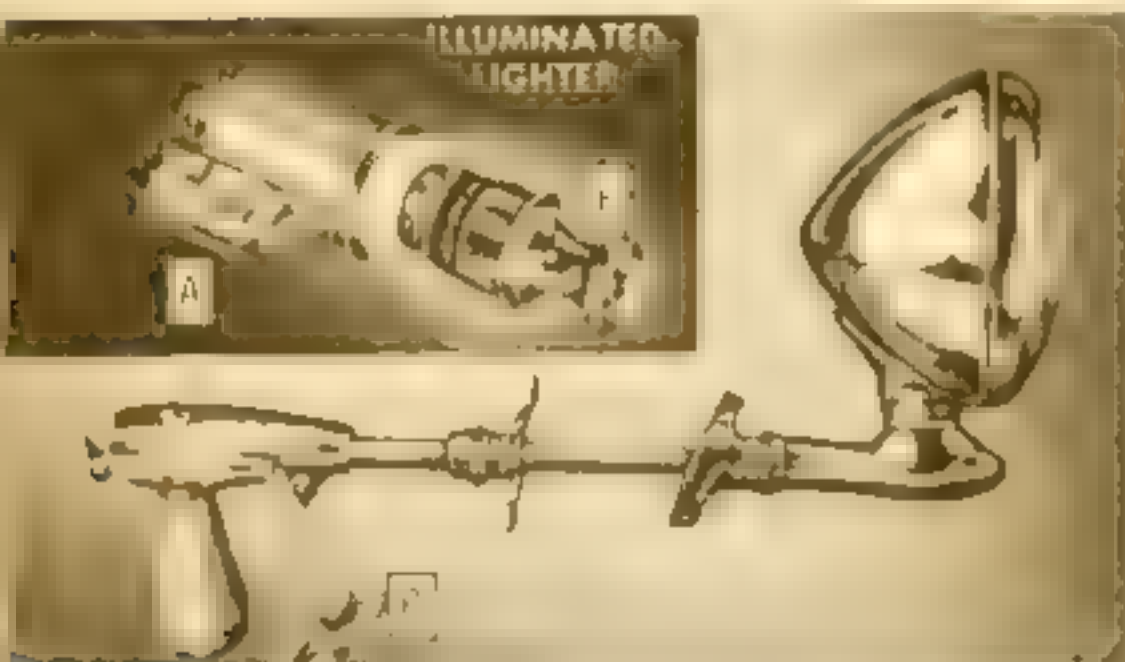
- Deluxe lacquer-coated wood pulp fiber . . . heavyweight quality
- Vinyl plastic trim on backrests
- Full protection, backrest to floor

\$6.35
Coupe

Brighten your car interior, protect upholstery, enjoy cool-riding comfort. Rich maroon plaid pattern blends beautifully with any car interior. Seats, backrests protected by closely woven, extra heavyweight fiber . . . with added fiber protection on front base of both seats. Cool, smooth lacquer finish resists soiling, quickly wipes clean. Extra wide Vinyl plastic trim on both backrests, heavy maroon cotton twill covers balance of seats, backrests, back of front seat. Attractive cream colored Vinyl beading over double-stitched seams. Shpg. wts.: coupe 5 lbs.; sedan 9 lbs. **See How to Order.**

- | | |
|--------------------------------------------------------------------------------------------------|--------|
| 28 N 7233—2-pass. coupe, 1-piece backrest* | \$6.35 |
| 28 N 7234—For 2 and 3-pass. coupe with solid seat and 2-piece split backrest | 8.98 |
| 28 N 7235—For 2-door sedan, coach, coupe sedan, 5 and 6-pass. coupe | 14.95 |
| 28 N 7236—For 4-door 5 and 6-pass. sedan without center armrest in rear seat | 14.95 |
| 28 N 7237—For 1940-41 Buick, Cadillac, Oldsmobile, Pontiac with center armrest in rear | 18.50 |

How to Order Seat Covers (fittings and instructions included with all seat covers) State Catalog Number of description which fits your car; also state make, year, model name or number (as Deluxe, Standard, etc.); body type (as club coupe, 4-door sedan, etc.). **NOTE:** not for trucks, station wagons, small back seats of 3 and 4 passenger coupes, or following Buick 1940 series 50, 60, 70 coupe, sedanette, 1942-48 model 51, 56S, 71, 71S, 1949 all Cadillac 1940 coupe; 1942-49 all Chrysler 1946-49 all DeSoto 1942-49 Custom, Frazer, Kaiser 1947-49, Hudson, Lincoln 1940-49, Lincoln Zephyr 1939-42, Mercury 1919-40 sedan coupe, Nash 1941-48 2-door sedan, club coupe, 1949 all Oldsmobile model 28 1942-48, Packard 1942-48, Willys 1941-48 all. **See Made-to-Measure Seat Covers in our Big General Catalog to fit cars listed above.**



New Casco Illuminated Cigar Lighter

Lighter Well automatically lights up when cigar lighter removed . . . no fumbling in dark to replace lighter plug! It's automatic . . . press in knob, it "pops" back when hot. Mounts through dash on all cars since 1936. Includes Lighter Plug, Well Assembly, bulb, wiring. Postpaid.

- | | |
|-------------------------------------------------------|--------|
| A B, 28 N 5525—Complete. (Shpg. wt. 7 oz.) | \$2.75 |
| A 28 N 5527—Well Assembly only. (Wt. 4 oz.) | \$1.25 |
| B 28 N 5530—Lighter Plug only. (Wt. 3 oz.) | 1.50 |

New Streamlined Appleton Spotlight

Big 4 3/8-in. Sealed Unit keeps original bright light for life of lamp. Pistol grip, new rotary type switch for positive one hand control. Instant bright light with a flick of the thumb . . . no fumbling for switch. Gleaming chrome plate over heavy brass shell, plastic handle. Complete with wire, fittings. Postpaid (Shpg. wt. 7 lbs.).

- | | |
|-----------------------------------|---------|
| 28 N 5800—For Left Side | \$13.95 |
|-----------------------------------|---------|

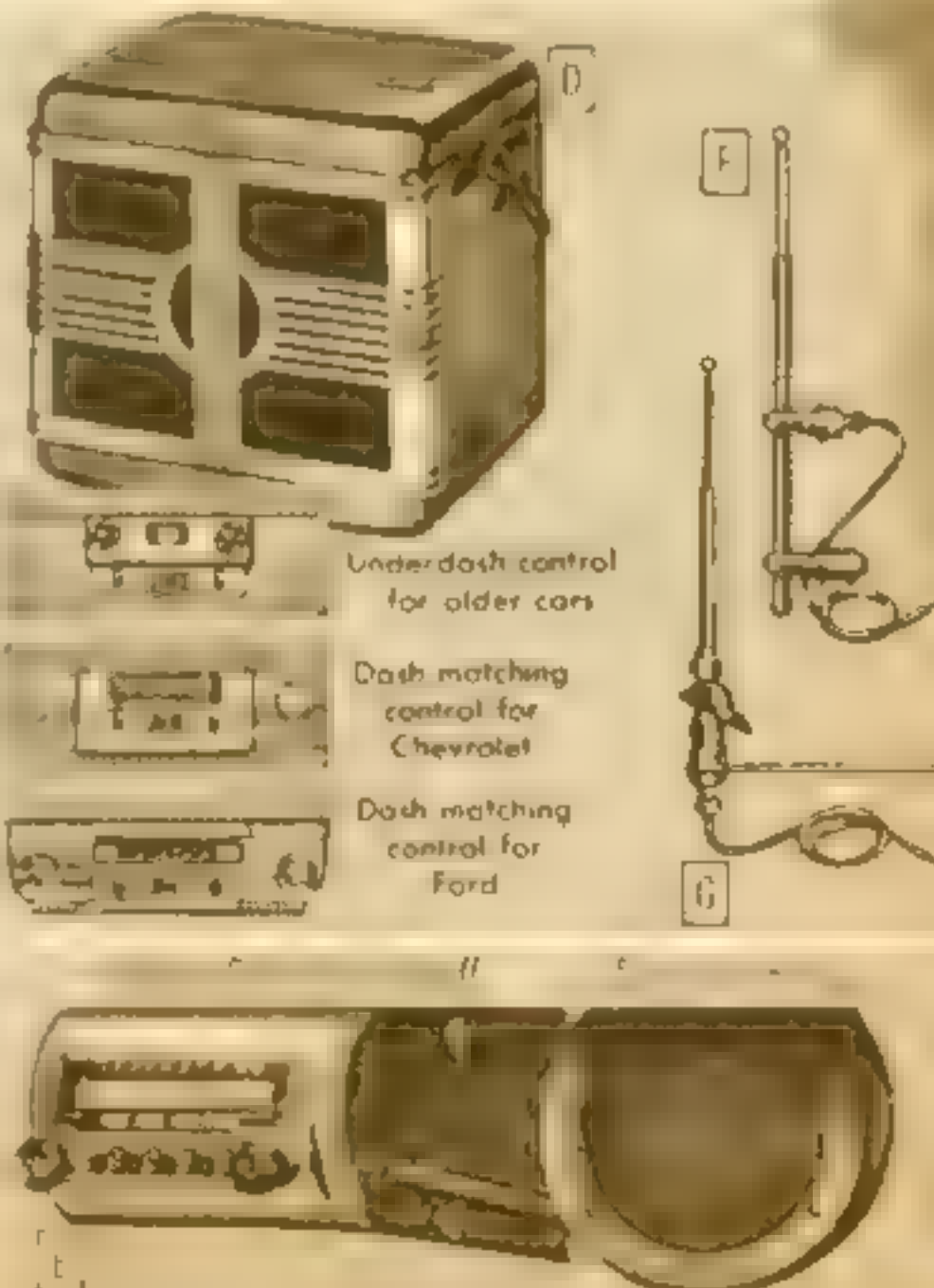
Silvertone Auto Radios, Aerials

- Our finest Silvertone Auto Radio . . . with many features found only in big home console models!
- One push button tunes 5 different stations; automatic push button tone control. Plastic wing knobs for manual tuning and volume control. Power rectifier and 5 tubes (2 dual purpose) for long range reception. Superheterodyne circuit assures razor-sharp reception. Automatic volume and bass compensation controls reduce fading. Blue and gold colored cabinet (7 3/4 in. high, 8 1/2 in. wide, 7 1/2 in. deep) mounts under dash (be sure space is available). Speaker can be mounted in dash grille if car is so equipped. Dash Matching Control for most 1940-48 cars except 1947-48 Buick; 1942-48 Cadillac, Crosley, Willys (order 28 N 06291 Underdash Control for these and pre-1940 cars).

28 N 06292—With Dash Matching Tuning Control. *State make, year, model.* Shpg. wt. 23 lbs. \$58.95
28 N 06291—With Underdash Control. Wt. 23 lbs. \$6.95

• Underdash Silvertone . . . 4 station push button tuning plus manual tuning for other stations. Illuminated station call letters. Manual volume control. Has 5 tubes (2 dual purpose), power rectifier, built-in noise filter. Speaker case (10-in. diameter, 5 1/2-in. deep) mounts on firewall or can be mounted in dash grille if car so equipped. Radio cabinet face is 3 3/4 in. high, 5 1/2 in. wide; back 5 1/2 x 5 1/2 in., 13 1/2 in. deep. Finished in dark maroon, chrome trim. Not for 1947-48 Studebaker.

- | | |
|---------------------------------------------------------------------------------------------------------|---------|
| 28 N 06285—Shipping weight 17 lbs. | \$43.95 |
| F Super Range Side Cowl Mounting Aerial, 4-section extends to 100 in.; with 36-in. lead-in | \$3.19 |
| 28 N 05837—For all cars. Shpg. wt. 3 lbs. | \$3.19 |
| G Top Cowl Mounting Aerial gives "built-in" look. 3-section extends to 56 in.; 36-in. lead-in | \$2.89 |
| 28 N 05839—For all cars. Shpg. wt. 2 lbs. | \$2.89 |





"Empire" Pattern Stainless Steel Tableware

Be a smart Santa this Christmas. Give her a gift she'll appreciate each day of the year — this superb "Empire" pattern, solid stainless steel tableware set. She'll love it. It's elegantly designed and gracefully proportioned yet so practical and well made. The rich, classic beauty will enhance any table setting. **\$8.95**

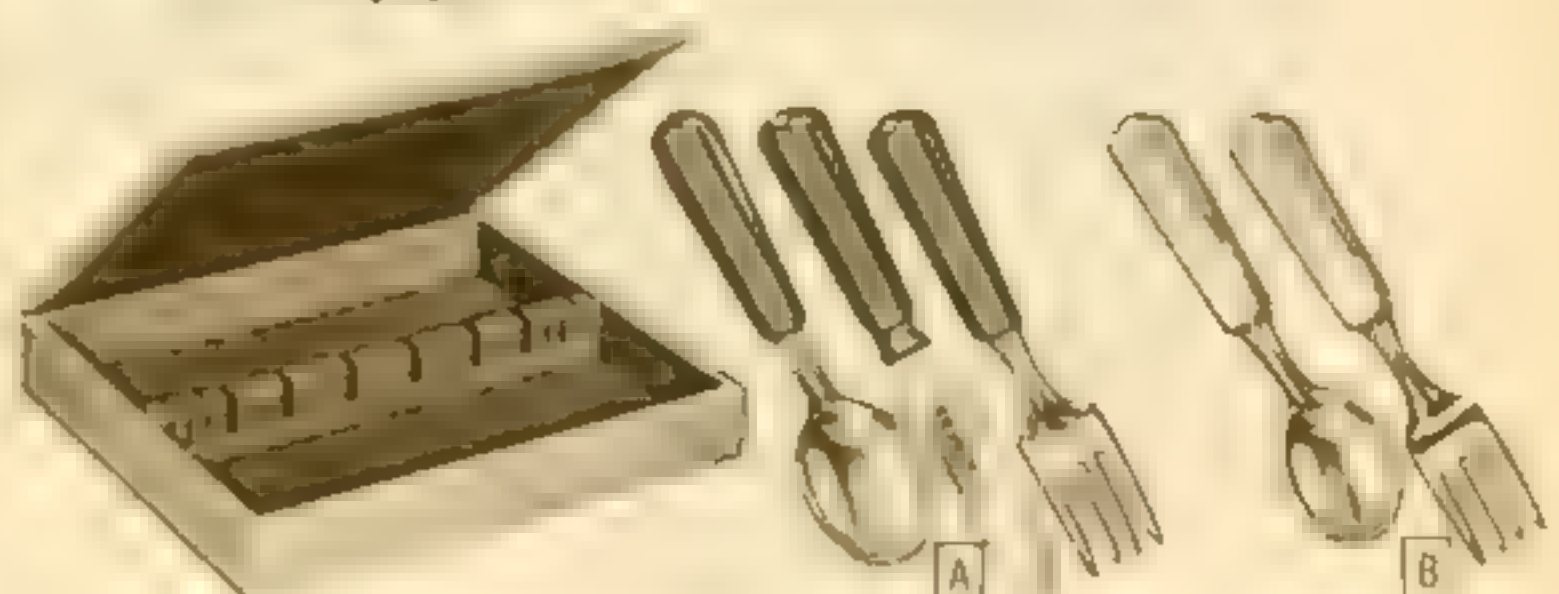
This set isn't ordinary stainless steel tableware. It's much better because the edges and tines are full mirror polished, the spoons are graded (tapered from thin tip edge to thick, sturdy bowl center), each knife is made from one piece of heavy stainless steel, and each piece is heavier and better balanced. No matter how hard you use it, it will always stay gleaming bright. No plating to wear off — has a virtually everlasting finish. Never needs polishing or special cleaning. Just wash in soap and water and dry to keep it sparkling bright. 24-piece set includes service for six: 6 table knives, 6 table forks, 6 teaspoons, 6 oval soup spoons.

9 N 9180 — Shipping weight 3 pounds 6 ounces. 24-piece set **\$8.95**
 9 N 1208 — 24 piece Set with Tableware Chest. Same tableware as 9N9180 above plus tableware chest 9N9195 at right. Shipping weight 4 pounds. **\$9.95**



Tableware and Carving Sets

"At Christmas time we pile the board with flesh and fruit and pudding stored"



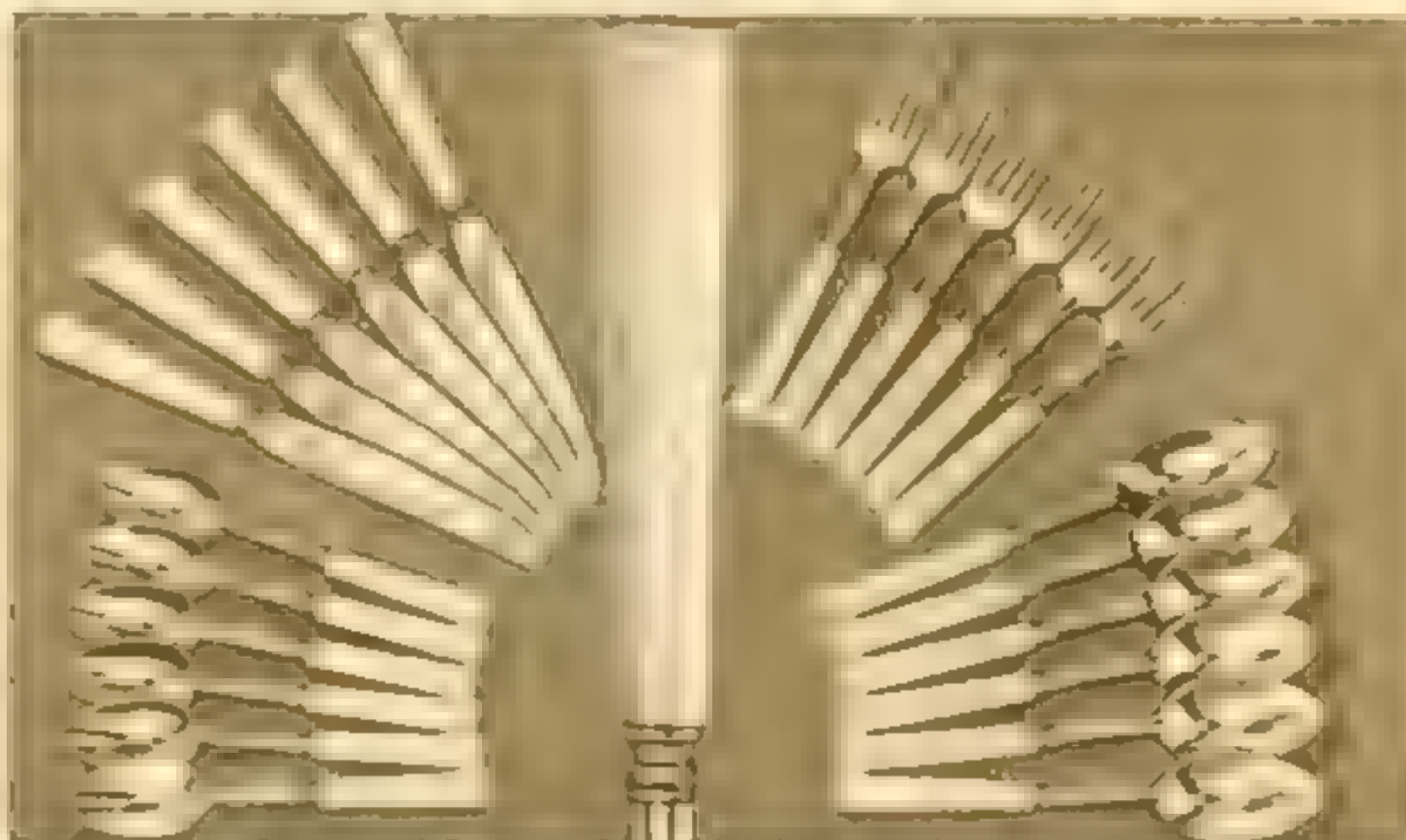
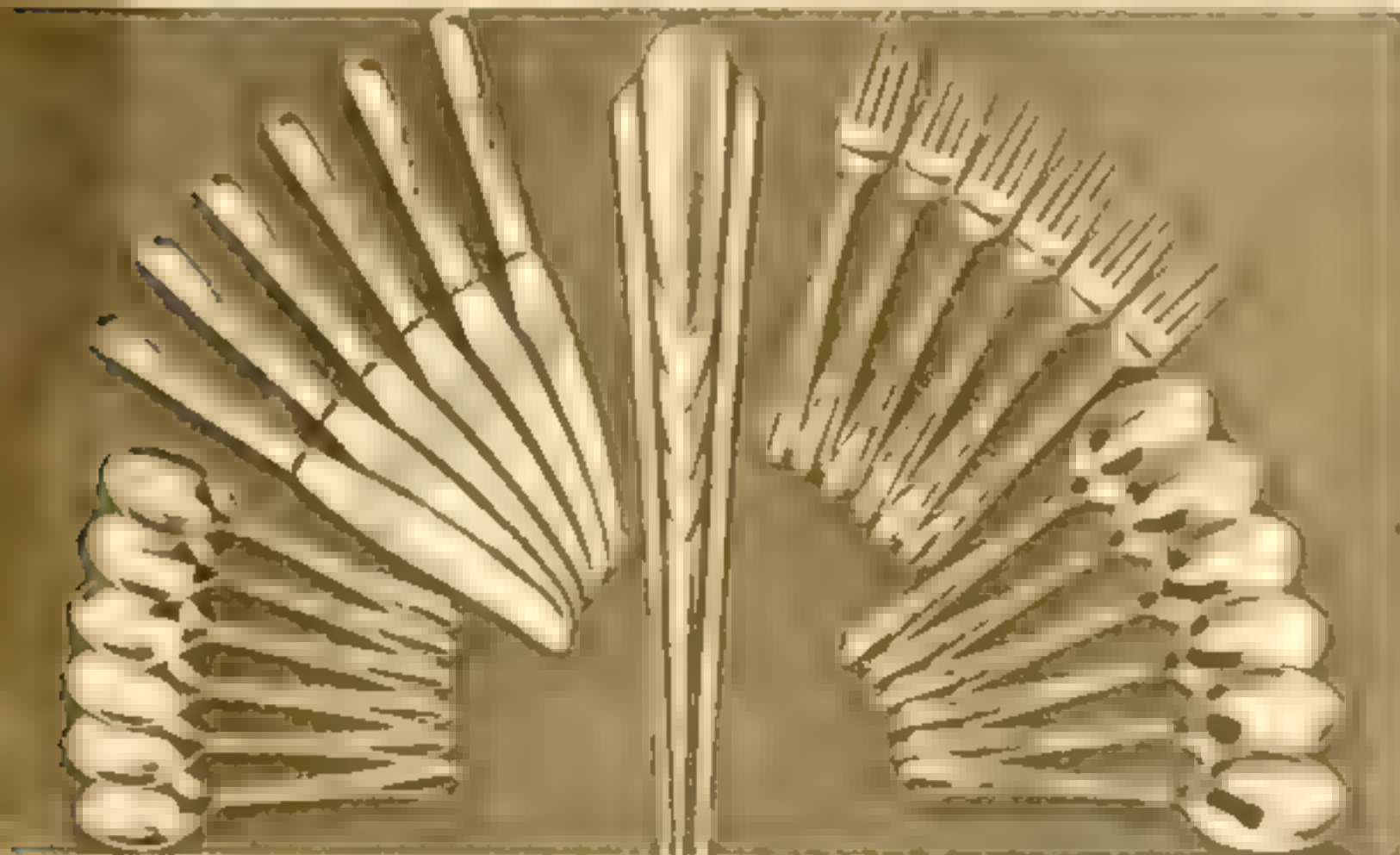
Tableware Chests

Just the thing to protect your tableware when not in use. **\$1.39**
 Attractive . . . durable . . . convenient. Sturdy wood frame, covered with heavy British tan, washable plastic coated fiber; grained to look like leather. Inside is lined with red plastic coated fiber. Slotted inserts hold up to 26 pieces. 12 in. long; 10 in. wide; 1 3/4 in. deep.
 9 N 9195 — Shipping wt 1 lb 6 oz. **\$1.39**

Tableware Chest (Not Illustrated) Has strong wood frame construction. Covered with brown lacquered fiber, grained to look like expensive leather. Slotted inserts to hold up to 32 pieces.
 9 N 9198 — Shipping wt 1 lb. **\$1.75**

Child's Table Sets

A 3-piece Set. A gift your child will love. A gay, colorful set that will brighten meals and perk up finicky appetites. Lightweight and easy for little hands to hold. Easily kept sanitary and bright. Won't rust or stain. Set consists of 4 1/4-inch spoon, 5-inch fork and 5 1/4-inch knife. All pieces made of solid stainless steel with smooth handles of bright red catalin plastic. **Red Handles Only.** **75c**
 9 N 9802 — Shipping wt 6 oz. **75c**
B 2-piece Set. Same quality as set above but without the knife and in a choice of red or blue colors. **State color.** **55c**
 9 N 9801 — Shipping wt 4 oz. **55c**



STAINLESS STEEL TABLEWARE . . the gift that will thrill any homemaker

"Metropolitan" Pattern—Solid Stainless Tableware

Make this a Merry Christmas for the housewife on your gift list. How proud she'll be to receive this set of gleaming bright tableware. This exclusive new pattern with its graceful simplicity harmonizes beautifully with any table setting. It's smart, practical, carefully made, long-lasting solid stainless steel. No plating to wear off . . . resists scratching . . . won't rust, stain or tarnish. So rugged it withstands rough everyday use yet retains its lustrous beauty for years. No scouring, scrubbing or polishing necessary. Just wash in soapy water, and dry thoroughly before putting it away. **\$6.59**

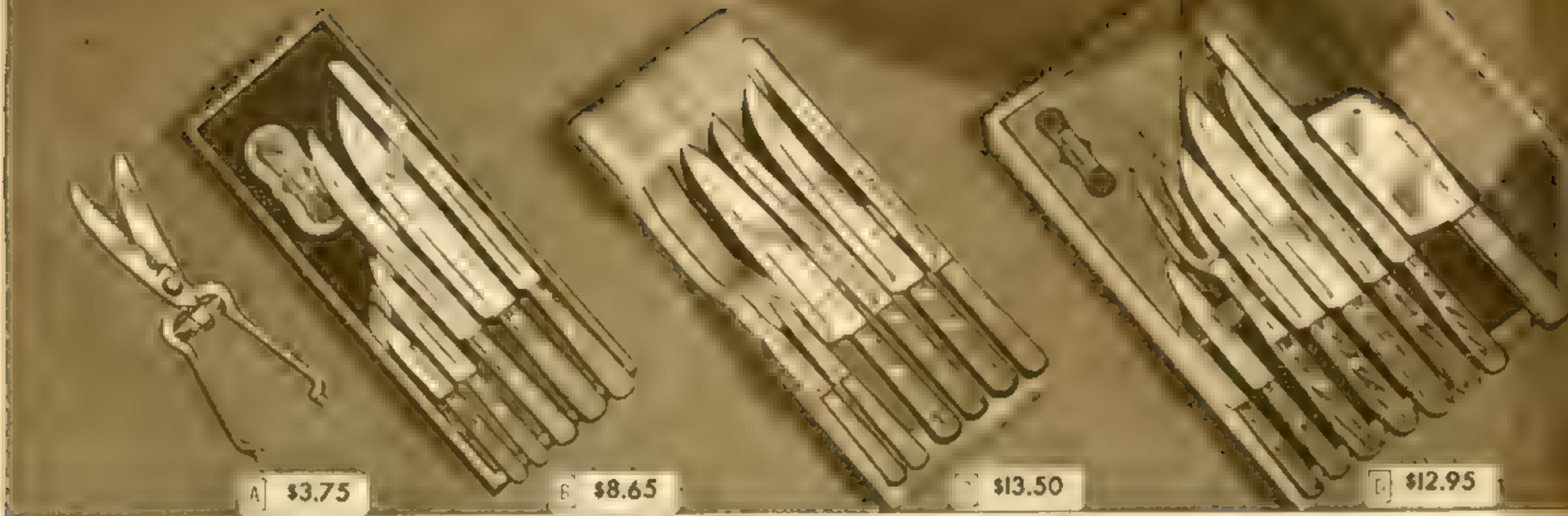
9 N 9130 — 24-piece set: 6 table knives (popular Swedish-type blades), 6 dinner forks, 6 teaspoons, 6 desert spoons. Shipping weight 3 pounds 4 ounces. **\$6.59**
 9 N 9131 — 32-piece set: 8 table knives, 8 dinner forks, 8 teaspoons and 8 desert spoons. Shipping weight 4 pounds 8 ounces. **\$8.75**

24-piece Set with Catalin Plastic Handles

Festive and gay as Christmas itself. Colorful red or ivory color plastic handles will make your holiday table radiate Christmas cheer. Yet it's ideal to use anytime . . . use it every day at home, for picnics and for parties. She will love it more each time she uses it. **\$4.90**

Catalin plastic handles are waterproof, fadeproof, odorless and nonflammable. Blades, tines and bowls are solid stainless steel with a sparkling mirror-like finish. Built to take hard every day wear. No plating to chip or wear off. Scratch resistant. Won't rust, stain or tarnish. And oh, so easy to keep shining bright. Just wash, and dry before putting away. 24-piece set includes: 6 table knives, 6 dinner forks, 6 teaspoons and 6 oval tablespoons.

9 N 9160 — Set with Ivory plastic handles. Shipping weight 1 pound 12 oz. **\$4.90**
 9 N 9161 — Set with Red plastic handles. Shipping weight 1 pound 12 oz. **4.90**



Poultry Shears

A Handy, useful Christmas gift for any homemaker... chrome plated poultry shears... a most necessary tool in any kitchen. Entire shears are forged from super-quality steel. Razor sharp upper blade. Edge of one blade is serrated to hold bones firm when cutting; also notched for cutting heavy bones. Strong volute spring. Safety catch on handles prevents accidents protects the blade. Comfortable knurled handle grips. 9 3/4-in. long. 9 N 9736—Shpg. wt. 12 oz. \$3.75

B Superb 5-piece cutlery set packed in a beautiful oak, felt lined, knife case to protect the super-keen edges. Just the set to make her Christmas bright. Vanadium steel blades are expertly hollow ground like a straight razor. Mirror polished—stain and rust resistant. Rosewood handles double riveted to tangs. Set includes: 6 3/4-in. paring knife, 8 3/4-in. utility knife, 12 3/4-in. narrow blade slicer, 12 3/4-in. butcher slicer, 14-in. roast slicer with rounded point blade, and oak knife case. 9 N 9721—Shpg. wt. 1 lb. 8 oz. \$8.65

C Cutlery set you can be proud to own or to give as a gift. What a lucky woman she'll be to get this set this Christmas. These knives are a joy to own, a joy to use. They're hollow ground like the finest straight razor. Blades are stain resistant, mirror polished vanadium steel. Handles are choice rosewood shaped to fit your hand. Truly a cutlery set she will be proud to own. Six-piece set includes: 6 3/4-in. paring knife, 7-in. grapefruit knife; 12 3/4-in. narrow blade slicer, 12 3/4-in. butcher slicer, 14-in. roast slicer, 13-in. French cook knife, and natural finished wood holder made to hang on the wall or fit in a drawer. Packaged for gift-giving. 9 N 9723—Shpg. wt. 3 lbs. 8 oz. \$13.50

D Give her fine cutlery! Give this CRAFTSMAN 8-piece hollow ground cutlery set. There's a tool for every kitchen task. Each piece is beautiful... graceful... has super-sharp cutting edges. Vanadium steel blades are hollow ground like a straight razor. Stain-resistant blades, mirror polished for lasting beauty. Polished, water-resistant rosewood handles, securely double riveted to stay put. Each piece is a practical addition to her kitchen. Eight-piece set includes: 6 3/4-in. paring knife; 8 3/4-in. utility knife, 11-in. two-time serving fork, 12 3/4-in. narrow blade slicer, 12 3/4-in. butcher slicer; 11-in. butcher slicer, 14-in. roast slicer with round point blade, 5 3/4-in. meat cleaver, and brown lacquered paper covered box. 9 N 9193—Shipping weight 3 pounds 8 oz. \$12.95

CRAFTSMAN Hollow Ground Kitchen Cutlery Sets

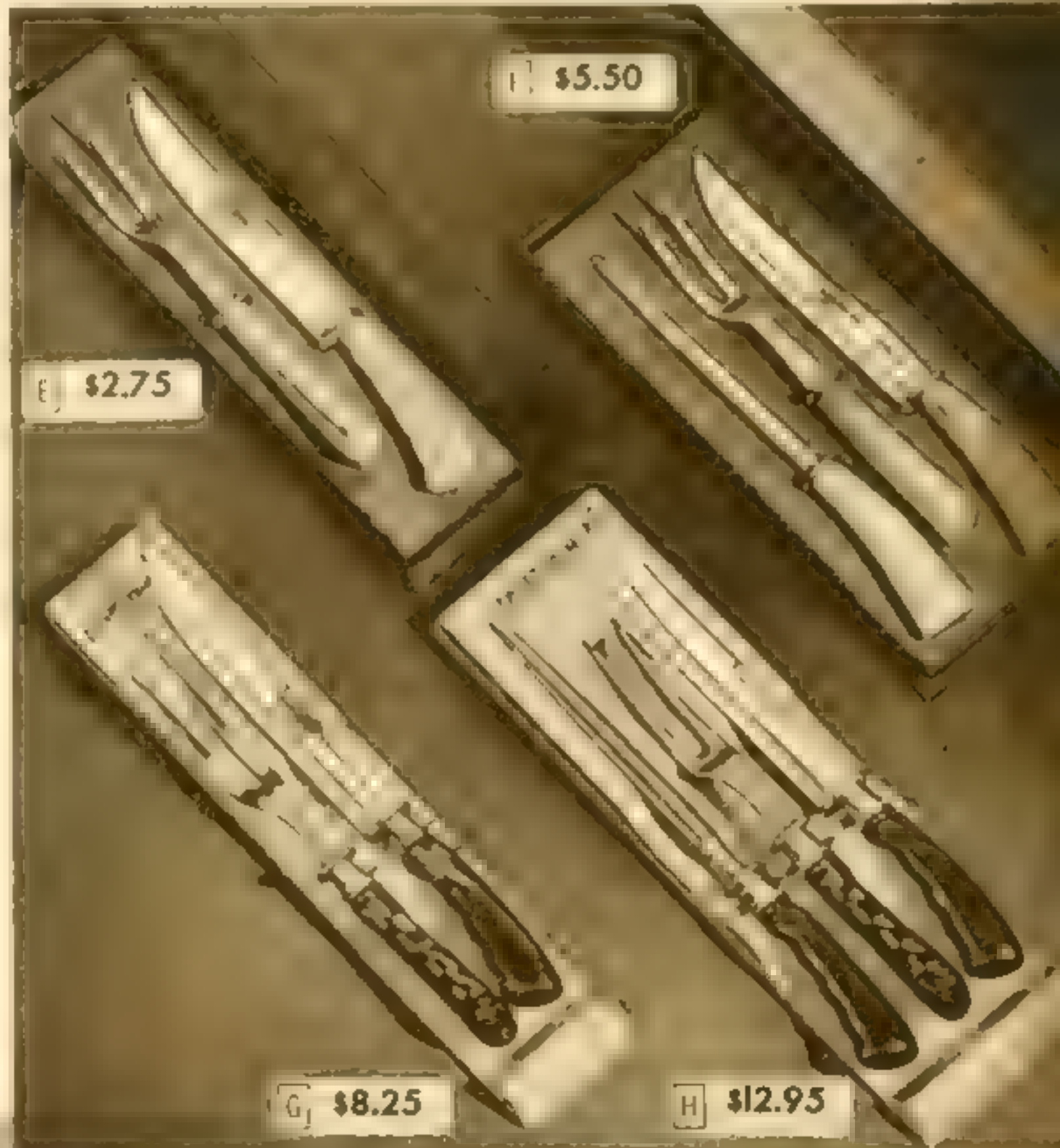
Carving Sets... a practical gift of distinction

2-piece Carving Set

E Beauty and utility make this lovely 2-piece carving set an ideal Christmas gift. It's so serviceable yet inexpensively priced. Ivory colored catalin plastic handles are sanitary, waterproof and odorless. And they're curved to fit the hand! Set includes: 13-inch knife with 8 3/4-inch stainless steel blade... flat ground, and 11 3/4-inch stainless steel fork with two 3 3/4-inch tines. Knife and fork have full mirror polished finish. Truly a welcome gift with year-round usefulness. Packaged in a sturdy black cardboard box. Ideal for gift giving. 9 N 9607—Shpg. wt. 1 lb. 8 oz. \$2.75

3-piece Carving Set

F Here's the gift to make her Christmas a merry one! She'll appreciate your thoughtfulness... for this 3-piece carving set is perfect for every day use yet has elegance and grace for those special occasions. The white mottled plastic handles and mirror-polished blade and tines will fit with any table setting. Set includes: 12 3/4-inch knife with 8-inch taper ground stainless steel blade, 11-inch fork with two stainless steel tines and 7 3/4-inch chrome plated magnetized sharpening steel. Comes in a sturdy green cardboard box. 9 N 9608—Shipping wt. 2 lbs. \$5.50

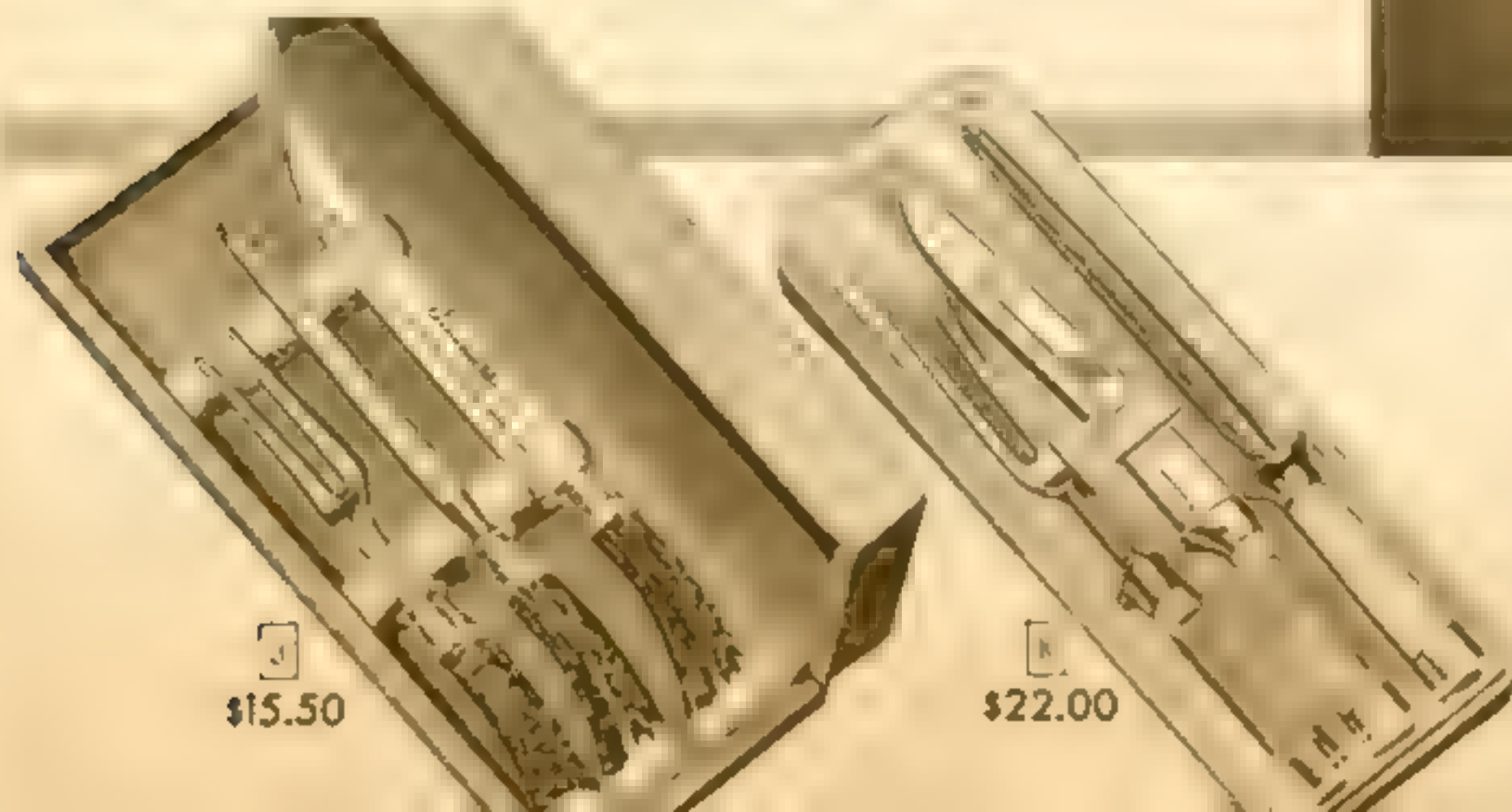


CRAFTSMAN 2-pc. Carving Set

G You'll be a person of discrimination this Christmas if you give this two-piece hollow ground carving set. Its simplicity of design will harmonize with any table setting. Smartly designed sleek black catalin plastic handles are moulded to fit the hand. Set comes in beautifully finished maple wood holder. Set includes: 14-inch knife with 9-inch chrome plated, vanadium steel blade and 11 3/4-inch rust-resistant, stainless steel fork with two 3 3/4-inch mirror polished tines. Knife blade is hardened, tempered and hollow ground so that it's literally "razor-sharp"... and will stay sharp. CRAFTSMAN hollow-ground cutlery is noted for its keen, lasting edge. 9 N 9603—Shpg. wt. 1 lb. 12 oz. \$8.25

CRAFTSMAN 3-pc. Carving Set

H She'll love these three invaluable carving instruments. They're really beautiful. Cleverly designed jet black catalin plastic handles fit the hand perfectly. Blade and fork are balanced to perfection... it's a joy to carve a roast or fowl with them. Set comes packed in a distinctive and useful natural finished maple holder. Set includes: 14-inch slicer with 8 3/4-inch blade of vanadium cutlery steel, chrome plated. Stays sharp because it's specially hollow ground like the finest straight razors. 14 3/4-inch high carbon steel sharpening steel. 11 3/4-inch fork with two 3 3/4-inch forged stainless steel tines, mirror-polished. 9 N 9604—Shpg. wt. 2 lbs. 12 oz. \$12.95



CRAFTSMAN 3-piece Carving Set

J Will please the most critical person on your gift list. Includes: 14-in. knife, with 8-in. chrome plated, hollow ground vanadium steel blade, 11 3/4-in. fork with two 3 3/4-in. stainless steel tines, 13 3/4-in. high carbon sharpening steel. Natural colored stag-type handles. In wood framed case, covered with plastic coated fiber. 9 N 9605—Shipping weight 3 pounds \$15.50

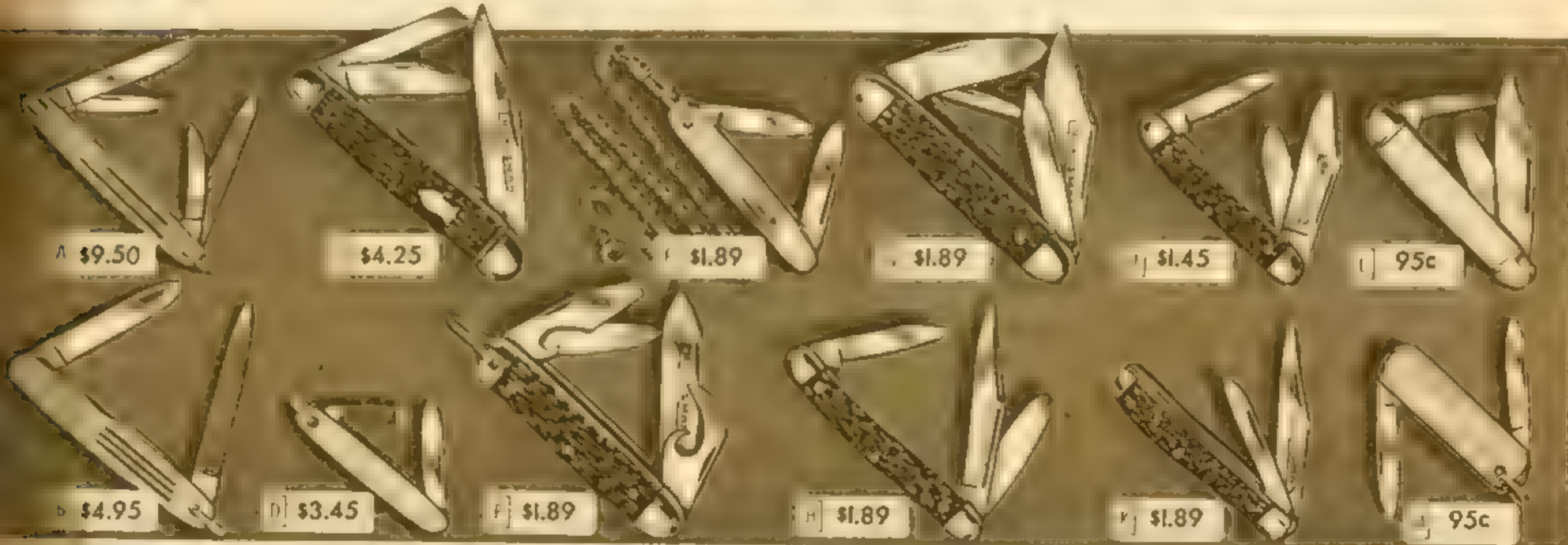
Beautiful Carvel Hall 3-piece Carving Set

K A gift that will be used and appreciated. Set includes: 12 3/4-inch knife with 8-inch chrome plated hollow ground vanadium steel blade; 11-inch stainless steel fork with two 3 3/4-inch tines, 12 3/4-inch high carbon magnetized sharpening steel. White tennis handles with chrome plated bolster and caps are curved to fit the hand. Elegantly packed in plastic case. 9 N 9610—Postpaid. (Shipping weight 2 pounds 8 oz.) \$22.00

9 or 90 .. you'll really please him
 this Christmas .. with a fine Pocket Knife!
 A "Lucky Penny" and Gift Card with every Knife

Lucky is that favorite man or boy you favor this Christmas with one of these fine pocket knives. For each knife has the careful craftsmanship, smartness, durability and keen-cutting qualities that make it an exceptional knife value.

... an ideal Christmas gift any man or boy will treasure. And packed in a box with every pocket knife on this page is a Christmas gift card with a friendship verse and a bright new penny ... the age-old token of "good luck."



A \$9.50

\$4.25

\$1.89

\$1.89

\$1.45

95c

\$4.95

\$3.45

\$1.89

\$1.89

\$1.89

95c

A Four blade Pen Knife. Our finest! Superb cutlery craftsmanship. Stainless steel handle beautifully milled. Rust-resisting nickel alloy lining. Three blades and nail file of hammer forged high carbon chrome vanadium steel famous for edge holding quality. 2 3/4 in. long. With chamois sheath. In plastic gift case. 9 N 9491—Shpg. wt. 4 oz. **\$9.50**

B Two-blade Pen Knife. Super quality! A beautiful piece of men's jewelry. Solid stainless steel handle is ever bright. Chrome vanadium steel blade holds a keen edge. Rust-resisting nickel alloy linings. One blade and nail file. 3 1/4 inches long. With chamois sheath. In plastic gift case. 9 N 9490—Shpg. wt. 4 oz. **\$4.95**

C CRAFTSMAN 3 blade Carpenters' Knife. For home, farm, shop. Bone stag handle. One large clip, one multi purpose small clip, one coping blade of chrome vanadium steel. Solid brass linings; nickel alloy bolsters. Length 7 1/2 in. In plastic gift case. 9 N 9488—Shpg. wt. 4 oz. **\$4.25**

D CRAFTSMAN 2-blade Pen Knife. A beauty! Genuine mother-of-pearl handle. One spear and one pen blade of chrome vanadium steel. Solid brass linings. 2 3/4 inches long. With shackle. In plastic gift box. 9 N 9492—Shpg. wt. 3 oz. **\$3.45**

E CRAFTSMAN 2 blade Pen Knife. Thin model. Ideal for pocket use. One pen, and one large spear blade of tough alloy steel, hand ground. Rust resistant nickel alloy handle, linings. With shackle. 2 3/4 in. long. 1 3/4 in. tarnish-resistant chain. In plastic gift box. 9 N 9526R—Shpg. wt. 2 oz. **\$1.89**

F CRAFTSMAN 4-blade Outdoor Knife. Large and small spear blades, combination screwdriver-bottle opener, and can opener ... all of high carbon steel. Solid brass linings, nickel plated shackle; practically unbreakable plastic handle. 3 3/4 in. long. In plastic gift box. 9 N 9467—Shpg. wt. 6 oz. **\$1.89**

G CRAFTSMAN 4 blade Cattle Knife. High carbon steel blades: large master clip, spey, and pen blade, and leather punch. Solid brass linings; stag type plastic handle. 3 3/4 inches long. Comes in plastic gift box. 9 N 9469—Shpg. wt. 5 oz. **\$1.89**

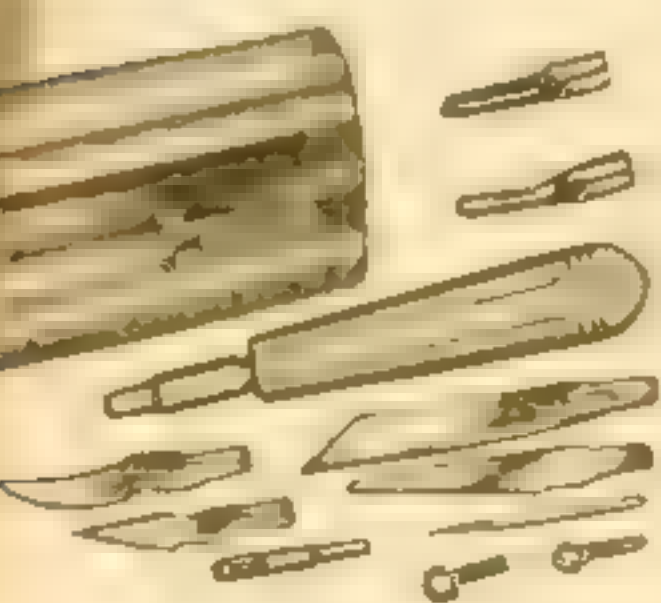
H CRAFTSMAN 3 blade Pocket Knife. Forged super-tough alloy steel blades: clip, pen, carving—hand honed to razor keenness. Solid brass linings, nickel alloy bolsters—can't rust. Genuine bone stag handle. 3 3/4 in. long. With leather sheath. In plastic gift box. 9 N 9472—Shpg. wt. 3 oz. **\$1.89**

J CRAFTSMAN 3 blade Stock Knife. Large clip, spey, and pen blade ... all of chrome vanadium steel. Solid brass linings are rustproof; nickel plated bolsters are rust-resistant. Simulated stag plastic handle is practically unbreakable. 3 3/4 inches long. In cardboard box. 9 N 9523—Shpg. wt. 3 oz. **\$1.45**

K CRAFTSMAN 2 blade Pen Knife. Vest pocket size. Saber clip, and pen blade; chrome vanadium steel. Solid brass linings; nickel plated bolsters. Bone stag handle. 2 3/4 inches long. Comes in cardboard box. 9 N 9518—Shpg. wt. 4 oz. **\$1.89**

L 3 blade Stock Knife. Great quality bargain priced. High carbon steel master clip and spey blades, and leather punch. Rustproof solid brass linings, rust-resistant nickel plated bolsters. Simulated pearl plastic handle. 3 3/4 in. long. In cardboard box. 9 N 9455—Shpg. wt. 3 oz. **95c**

M 2 blade Pen Knife. A pocket size knife any man or boy will be proud to own. Has one high carbon steel blade on front and one on back. Simulated pearl plastic handle has shackle to attach to watch or key chain. Length 2 3/4 inches. A really big value at this low price. Comes in cardboard box. 9 N 9460—Shpg. wt. 2 oz. **95c**



Carving Kit
 11 piece Set. A most useful, practical gift ... this wood carving kit will delight any craftsman, artist, model-maker and hobbyist. Perfect for carving work of all kinds, model work, cutting linoleum printing blocks, etc.
 Set contains plastic whittler's handle of comfortable grip design, 5 3/4-in. long, with knurled tool chuck. 10 interchangeable, keen-edged tools of polished, heat treated tool steel include 3 shaped carving knives, 2 gouges, 2 routers, saw, punch, and scratch awl. Attractive, compact kit has clear-view plastic snap cover, with wood base recessed for holding tools. Over-all size, 7x3 3/4 x 2 inches.
 9 N 9507—Shpg. wt. 12 oz. ... **\$2.15**

CRAFTSMAN Dressmaker's Scissor Set

N Two scissors she'll treasure for their usefulness and gleaming, 24K gold plated beauty. Dainty, 5 3/4-in., needle-pointed embroidery scissors, and perfectly balanced 7-in. shears for general use. Polished blades of heat treated, high carbon forged steel; hollow ground to hold a keen edge; precision fitted for smooth cutting. Matched blades cut evenly to very tip. Comfortable ivory lacquered finish handles. In gift box. 9 N 9834—Shpg. wt. 12 oz. Set of two. **\$4.75**

SUNLAP Sewing Scissor Set

P Ideal for embroidery and other fancy work. Two dainty scissors, 3 3/4 and 5 3/4 in. long, with polished, needle-pointed blades of heat treated high carbon forged steel; hollow ground for lasting keenness. Green, ivory, red or coral handles. In gift box. State handle color wanted. 9 N 9747—Shpg. wt. 4 oz. Set of two. **\$1.98**

Superb Desk Set in Pigskin Case

R A perfect gift to please any man or woman. Useful, beautiful letter opener and shears, each 8 3/4 in. long, plated in genuine 24K gold, with chinese red and gold lacquered finish handles. Scissor blades of polished, heat treated forged steel; precision fitted. Fine, neutral color genuine pigskin leather case, 9 3/4 in. long. In gift box. 9 N 9835—Shpg. wt. 12 oz. Set **\$4.75**

Pocket Scissors in Carrying Pouch

S Compact, convenient for carrying in her handbag. Sharp, polished blades of high carbon steel, ivory lacquered finish handles. Red plastic pouch. 3 3/4 inches long. 9 N 9833—Shipping weight 3 ounces. **95c**



\$4.75

\$1.98

95c

\$4.75

You can add any item on these two pages to your Easy Terms Order ... pay for it on Sears convenient Easy Payment plan. See Page 243 for details.

Pocket Knives, Scissors Razors and Blades

A fellow in the market town,
most musical,
cried razors up and down



Click click! Auto-
matic blade changer
with regular blades;
fits either razor;
permits safe, easy,
instant blade change

New! Eversharp Schick Injector Razors for Women

- \$2.49** Two new, dainty, compact razor marvels, especially designed for the smart, well-groomed woman. Grand for yourself... for gifts. Can be used dry. Efficiently sticks away unwanted hair on legs and under arms... leaves skin clean, satin-smooth. Does not promote hair growth or make it coarser. Automatic blade changer is safer, too; fingers never touch blades. Each razor complete with cartridge of 10 blades and cleaning brush. In attractive case.
- \$3.95** 9 N 9252
- A** Eversharp Schick "Deb" for Women. Sierra gray plastic. Gold plated head. 1 3/8 in. high. Postpaid. (Shpg. wt. 4 oz.) 9 N 9252.....\$2.49
- B** Eversharp Schick "Fashion" for Women. A streamlined beauty! Larger; 2 3/8 in. high. Ivory plastic. Gold plated head and cover. Postpaid. (Shpg. wt. 5 oz.) 9 N 9251.....\$3.95

Give him a SCHICK Electric Shaver for faster, easier, smoother shaving!

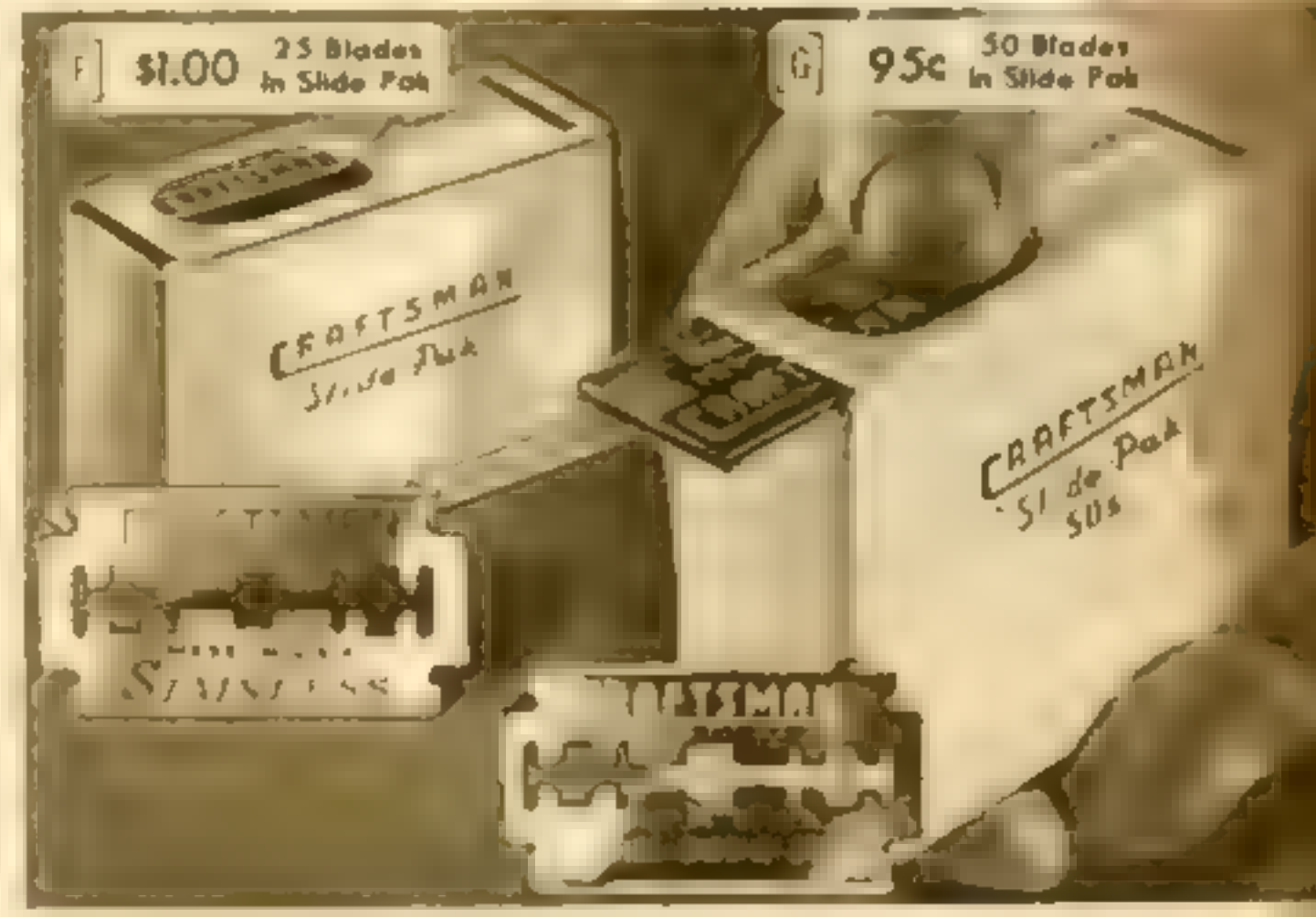
These new, improved Schick Shavers give much more comfortable shaving enjoyment... faster and easier than ever! No water, towels, creams, brushes or blades. No nicks, cuts or skin irritation. Leaves the skin softer, smoother, really well-groomed. Powerful, 110-120-volt AC-DC motors; built-in radio interference suppressors. Rich ivory plastic bodies; ribbed for non-slip grip. Hinged "Whisk-it" catches all beard chippings; empties easily. Superb artificial leather covered steel case, attractively lined. Underwriters Laboratories, Inc. approved. Two models

- C** Schick Colonel. Sensational 1 M hollow ground surgical steel head, swaged-edge inner cutter. 16,000 cutting actions per minute! 66-in. cord and plug, cleaning brush, rubber head guard, instructions. Postpaid. (Shpg. wt. 1 lb. 9 oz.) 9 N 9325T.....\$16.50
- D** Schick Super. Not one but two shearing heads! 20,000 cutting strokes per minute! Precision comb-type steel V-16-head. Comb points guide whiskers into cutting slots, double-acting interceptor bars pick up all hairs! 66-in. cord and plug, brush, transparent plastic head guard, instructions. Postpaid. (Shpg. wt. 1 lb. 9 oz.) 9 N 9326T.....\$21.00
- E** Schick Shaverrest. Ivory-colored wall-mounted plastic holder to keep any Schick Electric Shaver safe yet handy. Built-in switch automatically turns on current when shaver is removed from Shaverrest; cuts current off when shaver is back in holder. Built-in reel with up to 40 in. of cord. Press a button... cord tugs back into Shaverrest! Easily installed. With screws, mounting brackets, instructions. Boxed. 9 N 9276T—Postpaid. (Shpg. wt. 1 lb. 10 oz.)...\$7.95



NOW! CRAFTSMAN Razor Blades of Stainless Steel 200 perfect shaves GUARANTEED from package of 25!

- F** That's right! 200 perfect shaves from a package of 25 (96 from a package of 12) or your money back! We know of no guarantee like this ever made on any other razor blades before. Now you get the same famous CRAFTSMAN quality described below in a double-edge, stainless steel blade that won't rust or corrode... needs no wiping off. Assures you that the famous CRAFTSMAN "miracle-edge" will stay super-sharp longer give many more and much better shaves than you ever believed possible! 9 N 9308—25 Stainless Steel double-edge Blades in SLIDE-PAK. Postpaid. (Shpg. wt. 5 oz.)...\$1.00
- G** 9 N 9307—12 Stainless Steel double-edge Blades in SLIDE-PAK. Postpaid. (Shpg. wt. 3 oz.)...95c

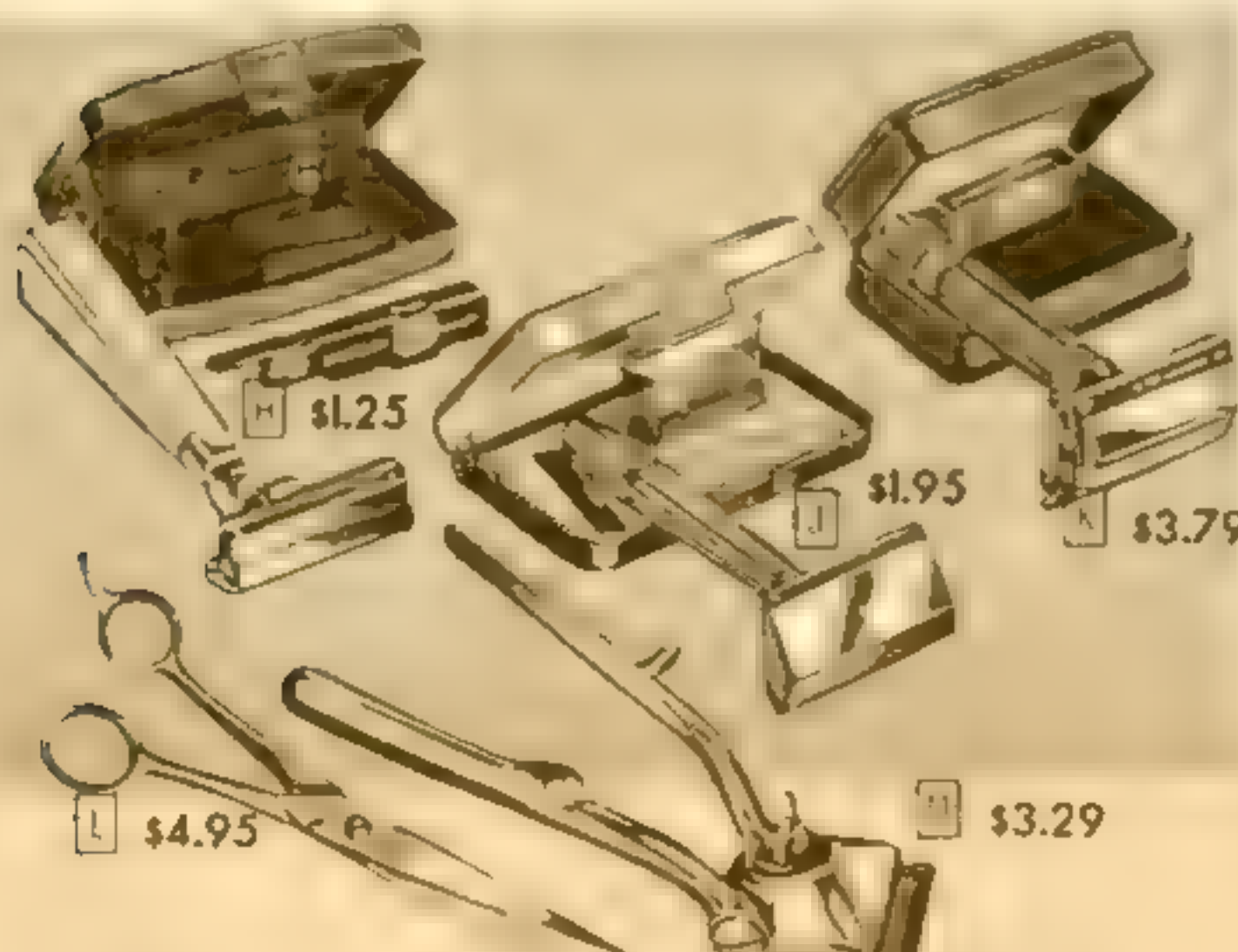


YOUR MONEY BACK if you don't agree CRAFTSMAN Razor Blades shave faster, cleaner and easier than any razor blade you've ever used!

- G** Order a package NOW! If you're not convinced CRAFTSMAN blades are the sharpest made, return them and we'll refund your money. Here's positive proof. In scientific independent laboratory tests that draw blades through a plastic thread, electrically timed, CRAFTSMAN blades cut 24% faster than any other blade! Average cutting time for CRAFTSMAN blades was 2.65 seconds average for all other blades 31.00 seconds! Made with new, post-war methods and equipment used by no other manufacturer; take much longer to make, 42 inspections necessary. Fine Swedish chrome steel, leather-strapped TWICE. Double wrapped to protect edges. Smart, handy SLIDE-PAK feeds new blades with a flick of the thumb; has vault for used blades. A grand gift to increase any man's shaving comfort. 9 N 9304—50 double-edge blades in SLIDE-PAK. Postpaid. (Shpg. wt. 8 oz.)...95c
- 9 N 9303—25 double-edge blades in SLIDE-PAK. Postpaid. (Shpg. wt. 4 oz.)...49c

Safety Razors.. Barber Shears.. Hair Clippers

- H** Eversharp Schick Injector Razor. Automatic blade changer makes it easier, faster and safer to change blades. Gold plated head, onyx plastic handle. In smart, compact, waterproof case of maroon plastic. With cartridge of 20 blades included. 9 N 9287—Postpaid. (Shpg. wt. 4 oz.)...\$1.25
- 9 N 9258—Extra cartridge of 20 blades. Postpaid (Shipping weight 4 ounces).....69c
- J** Gem Micromatic Razor. New "Guiding Eye" keeps blade at correct shaving angle. Non-clogging, one-piece type Gold plated. In case with transparent Lucite cover and 5 Gem blades in gold plated sheath. 9 N 9238—Postpaid. (Shpg. wt. 6 oz.)....\$1.95
- K** Gillette "Aristocrat" Razor. Finest quality, one-piece construction; no parts to lose. Solid guide bar; nonslud tread; rigid blade support. Just rinse under faucet to clean. Easy to change blades, just twist handle open. Heavily plated in non-rusting 24K gold. With 10 Gillette Blue Blades in gold plated sheath. In handsome metal case covered with artificial leather. Made for years of efficient shaving comfort. 9 N 9281—Postpaid. (Shpg. wt. 7 oz.).....\$3.79
- L** CRAFTSMAN Professional Barber Shears \$4.95. Perfectly aligned high carbon tool steel blades, expertly tempered and sharpened. Keen edges are cut smoothly to the very tip of the matched points. Comfortable, well-shaped finger grips, 7 1/2 inches long. These clippers have a polished finish. 9 N 9839—Shpg. wt. 6 oz.\$4.95
- M** CRAFTSMAN Hair Clipper \$3.29. 2-in. cutting head. No. 000 mac cutter for fine, close cutting. Blades are of finest tempered steel, expertly ground, sharpened and fitted to head. Removable tension cap adjusts tension of compression type spring to desired degree. Clippers are lightweight; easy to handle. Handles well-shaped to fit hand for a comfortable grip. Has tooth guard. Easily taken apart for cleaning and sterilizing. Chrome plated finish. 9 N 9216—Shpg. wt. 11 oz.\$3.29





CRAFTSMAN Rotary Power Mower

Sensational new power mower! Entirely different! Amazingly easy to handle! Lightweight, only 68 lbs. MUCH less than ordinary power mowers. Superb on smooth lawns great for grass and weeds of ANY height. 21-in. cut; forward or backward. Height of cut adjustable from 1/4 to 3 in.

Six-wheel design prevents scalping. 6-in. steel front wheels, 8-in. center wheels have ball bearings, semi-pneumatic tires. 3-in. solid rubber rear wheels with oilite bearings. Full-floating welded tubular steel handle absorbs bumps. One-piece cast aluminum alloy housing. One-piece steel blade in shock-absorbent mounting completely shielded by front and rear guards. Aviation-type 2 1/2-H.P., 2-cycle gasoline engine. Controlled speed; 2800 R.P.M. Ball and needle bearings throughout. Height 56 in.; width 28 in. Shpg. wt. 80 lbs.

\$144.50

Cash \$14.50 Down

99 NM 8159

\$144.50

Lawn Mowers and Tool Boxes

"Not only for Christmas, but all the year through"



Give HIM a famous CRAFTSMAN Electric or Gasoline Power Mower . . . the EASY way to mow

Give him the CRAFTSMAN electric or gasoline power mower he's been hankering for! A grand Christmas gift to lighten his summer-mowing labor and bring him year after year of lawn mowing enjoyment *the easier way!* Actually makes lawn mowing fun! No more pushing and perspiring! Just stroll along and guide it. Let the power do the work. Each has Sears famous Magic Control . . . so simple to operate even women and children can handle it easily. No gadgets or levers! Just raise or lower handle to start or stop motion of mower. Blades continue to spin under power even when wheels are disengaged from motor . . . ideal for use around trees, shrubs, etc. Heavy duty cutting unit. All-steel unbreakable frame . . . much lighter and stronger than cast iron mowers. Five 18-in. special alloy steel blades are free-reeling to assure quieter, smoother operation; do not touch or scrape bed knife as in ordinary mowers. Brackets are double-riveted to blades for extra strength. V-belt drive protects motor, slips when blades encounter obstructions. Precision ball bearings in reel and jack-shaft grease-packed, sealed against dust. One-piece oil-tempered heavy steel cutter bar. Rigid tubular steel handle with wood grip. Steel wheels; heavy rubber tires; instructions. See page 243 for Sears Easy Terms.

(A) CRAFTSMAN Electric Power Mower. Quiet! No clatter! Ideal where silence is important. So easy to use . . . a perfect gift for women and children. Just flip switch to start motor (an important advantage of an electric power mower). Heavy duty 1/2-H.P. motor has overload protector to prevent burnout, automatically cuts off current if something stalls motor. For 110-120-volt, 60-cycle A.C. With 100-ft. cord and plug. Weighs 96 lbs. 99 NM 8153—Shpg. wt. 113 lbs. \$84.95

(B) CRAFTSMAN Gasoline Power Mower. Eliminates tedious, back-breaking labor. Mows 3 acres per day easily . . . works equally well on small or large lawns. Equipped with the famous Briggs and Stratton 3 1/2 H.P., 4 cycle gasoline engine, recognized as one of America's finest. Easy to start . . . with easy-working rope-pull starter. Speed is adjustable from slow to fast walk. Runs six hours on a quart of gasoline. Weighs 103 lbs. Easy Terms on page 243. 99 NM 8150—Shpg. wt. 120 lbs. \$97.50

\$97.50

Cash \$10.00 Down on Terms

\$84.95

Cash \$8.50 Down on Terms

Raise to start



Lower to stop

Sears famous Magic Control. Just raise or lower handle to control motion of mower. No gadgets or levers. Handle is the only control.

10 to 15 pounds lighter than ordinary mowers and much stronger!

\$20.50

Cash \$2.50 Down



3 times as fast as hand raking!

\$26.50

Cash \$3.00 Down

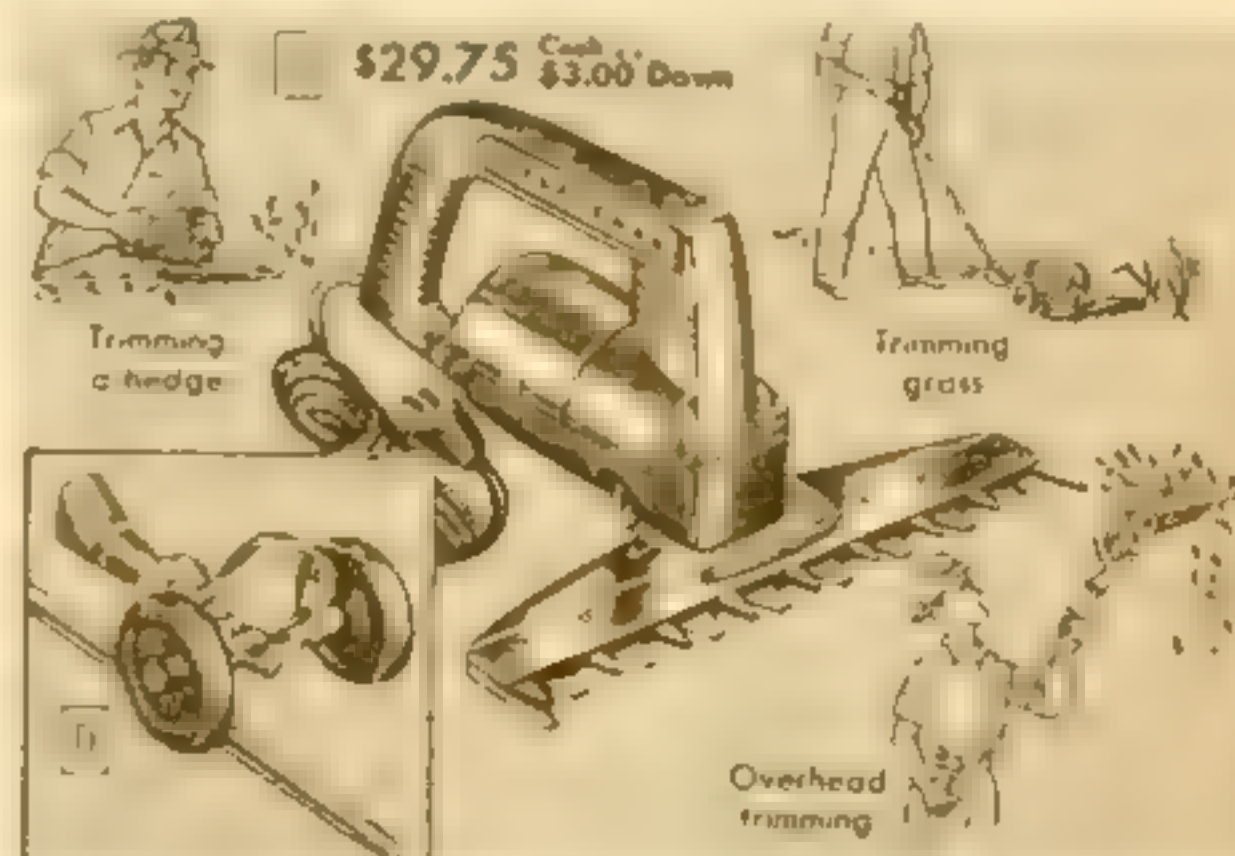
CRAFTSMAN "80" lightweight Mower

Of course he'd never ask for it, BUT . . . here's the famous CRAFTSMAN "80" lightweight lawn mower he'd like for Christmas! Nationally known as the Silent Yardman, it's a beauty . . . precision-made to give him easier, quieter lawn mowing he'll appreciate for years. Exceptionally smooth, quiet and easy cutting because of its sensational free-reeling construction. Blades come close to bed knife but do not touch it as in ordinary mowers. No scraping! No noisy clatter! It's actually 10 to 15 pounds lighter than ordinary mowers . . . and much stronger! Made of steel instead of heavy cast iron . . . practically unbreakable. Five heat treated alloy steel blades. Patented all-steel brackets—all double-riveted. Shielded ball bearings in reel, protected from dust. Fully enclosed steel wheels with bronze bearings; semi-pneumatic rubber tires. Extra heavy, one-piece heat treated steel bed knife; anti-grass winders. Steel handle; comfortable wood grip. Baked enamel finish. Available. Sears Easy Terms on page 243. 99 NT 8171—16-inch cut. Shpg. wt. 43 lbs. . . . \$20.50

282 . . . SEARS, ROEBUCK AND CO. MNR

Lawn Sweeper . . . faster, easier!

He'll be the envy of the whole neighborhood with this sensational new lawn sweeper! So much faster and easier than tiresome raking by hand! Just push it like a lawn mower. Five revolving brushes rotate on ball bearing reel, quickly and gently pick up leaves, twigs, acorns, grass cuttings; whisk them back into basket; even cleans walks and driveways. Saves hours of back-breaking work! Keeps lawns immaculate. Does a beautiful job! A streamlined beauty . . . outstanding in size, features and amazing low price. Light, yet strong, built for years of rugged service. Sweeps a 23-in. path, sweeper height adjustable. Extra strong tubular steel handle. Large, heavy duck basket holds 4 1/2 bushels. To empty, just tilt it forward and over like a wheelbarrow. Large, wide 10x1 1/2-in. rubber tired wheels. Enamel finish. Shipped freight or express. 99 NM 8386—Shpg. wt. 46 lbs. . . . \$26.50



\$29.75

Cash \$3.00 Down

CRAFTSMAN 3-in-1 Electric Hedge Trimmer

(C) A superb gift to delight every gardener. New! Has many features which make trimming so much easier and faster! No more back-breaking, arm-tiring, tedious hand trimming! Does a neater, more accurate job, too! *Actually three tools in one!* A perfect hedge trimmer; and with extension attachment (not included, but sold separately below), also a long-handled power grass trimmer, and an overhead trimmer. Compact design and perfect balance keep weight close to hand, permit use in almost any cutting position. Light, strong die-cast aluminum; weighs only 6 lbs. Adjustable cutter head may be used as shown, or at 45° angle, or parallel with handle . . . assuring much easier operation. Auxiliary handle swings out of body of main handle at right angles for a two-hand grip if desired. 1 1/4-in. wide cutter head has double-acting blades of hardened, ground chrome-moly steel. Off-on switch built into handle. 110-120-volt, 25 to 60 cycle, A.C. or D.C. universal motor; 8-ft. cord and plug. 1 1/2 in. long over-all. 99 N 2565—Hedge Trimmer only. Shpg. wt. 7 lbs. . . . \$29.75

(D) 99 N 02566—Extension Attachment. Cast aluminum carriage with two 4-in. composition rubber wheels, brackets, etc. and 4 1/2 wood handle. . . . \$7.95

Lightweight... compact... easy to carry. Protect valuable tools... keep them neat... ready for instant use



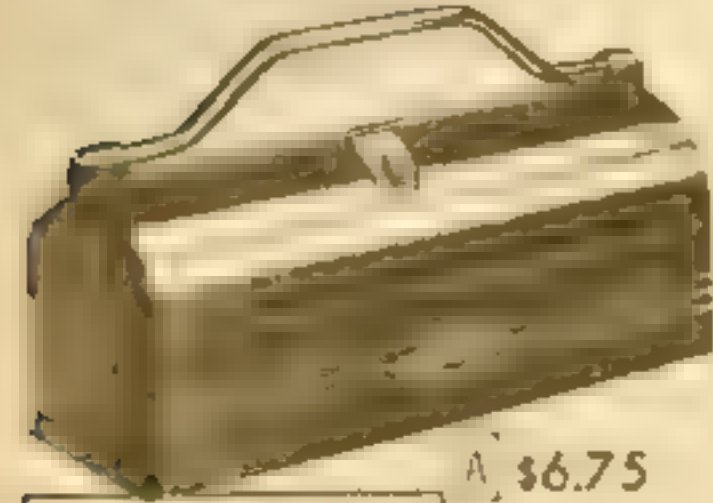
A \$3.25



B \$4.25



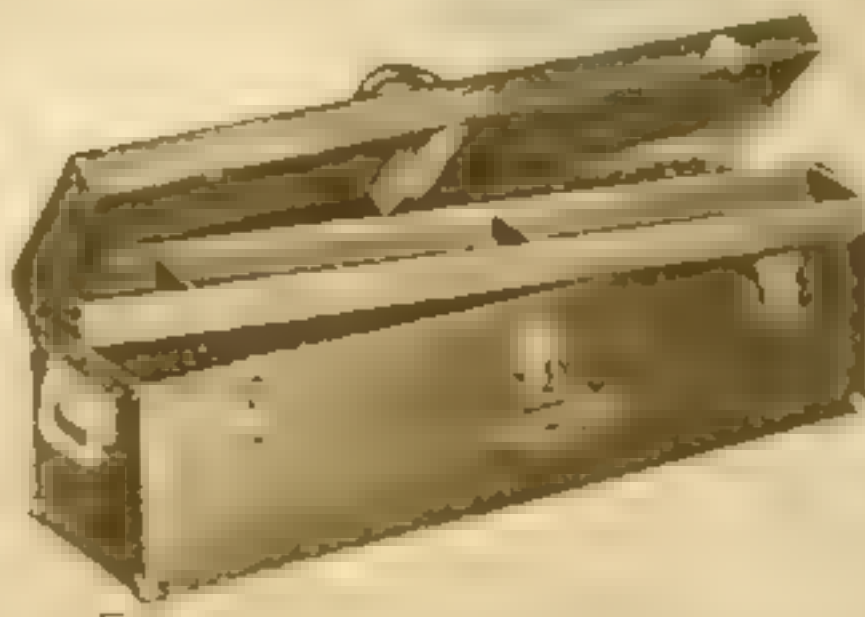
C \$5.95
9 N 6525



D \$6.75



E \$4.50



F \$7.50



L \$4.65

CRAFTSMAN TOOL BOXES . . . The perfect gift to protect his tools . . . at home or on the job

A CRAFTSMAN Mechanics' Tool Box. You'll really please him with this streamlined beauty! Size 19 1/2 x 7 x 7 1/2 inches. Holds 75 to 100 socket wrench parts or other hand tools. Modern! Streamlined! Extra heavy duty! Our most popular size—ideal for the average mechanic on most jobs. Chrome plated tubular steel handle is attached to ends of box; no strain on hinges when open without spilling tools. Divided "tote" tray, 6 1/2 x 19 in. Box is die-formed from heavy 22-gauge steel—same thickness as steel used in a standard auto body; welded ends for added strength. Full length easy-action piano-type hinges. Rust-resisting machinery gray finish.
99 N 06521—Shipping weight 12 pounds **\$6.75**

B CRAFTSMAN Mechanics' Tool Box. A welcome gift to please any man or boy with its tool-carrying convenience. Size 17 x 7 x 7 1/2 inches. Just the right size for home use, and for factory workers who have to carry around a small assortment of tools from job to job. Constructed of 24-gauge steel, electrically welded for added strength. Full length, easy-action, piano type hinge. Strong full length, lift-out sliding tray for keeping the small, important tools where you can find them in a jiffy without digging for them. Strong steel handle, hasp and fittings. Rust-resisting machinery gray finish.
99 N 06511—Shipping weight 9 pounds... **\$3.25**

C CRAFTSMAN Hip-Roof Tool Box. Size 19 x 7 1/2 x 9 in. Holds 50 to 75 sockets and socket wrench parts, or other hand tools. Made of 24-gauge steel, electrically welded. Lift-out "tote" tray has heavy carrying bar, and compartment for sockets. Full length, easy-action piano-type hinge. Heavy reinforced corner irons. Strong steel hasp and fittings. Strong aluminum handle. Machinery gray finish.
99 N 06520—Shipping weight 12 pounds **\$4.25**

D CRAFTSMAN Mechanics' Tool Box. Size 20 x 8 1/2 x 9 1/2 in. Holds 75 to 100 sockets and socket wrench parts. Has room for all the tools a mechanic will need for the job. Made of 22-gauge steel—same thickness as steel used in a standard auto body. All edges rounded for protection. Full length, easy-action piano-type hinge. The large, partitioned, lift-out "tote" tray is excellent for keeping small tools in order. Has two lever-type latches and a hasp with padlock eye. Cover has heavy aluminum handle for easy carrying. Machinery gray finish.
99 N 06512—Shipping weight 11 pounds... **\$4.50**

E CRAFTSMAN Carpenters' Tool Box. Also for mechanics and plumbers who use long tools. Size 30 x 8 1/2 x 9 in. Holds full set of carpenters' tools. Heavy 22-gauge steel—same thickness as steel used in a standard auto body. 24-gauge steel end plates. Divided tray for small tools. Wood saw clips in both top and bottom to hold four hand saws. Metal staples on both ends and top. Full-length piano-type hinge. With lock and key. Machinery gray finish.
99 N 06517—Shipping weight 20 pounds... **\$7.50**

Transparent Plastic Utility Boxes. See the item you want before lifting the cover! Perfect for almost all small items: screws, nails, washers; hobby shop items, small machine, radio, and electrical parts; watch parts, fishing tackle; buttons; needles, thread; costume jewelry; stamps, etc. Thick transparent walls keep items separated. Spring covers—smooth-working hinges. You'll probably want to order more than one. See small views for types available.

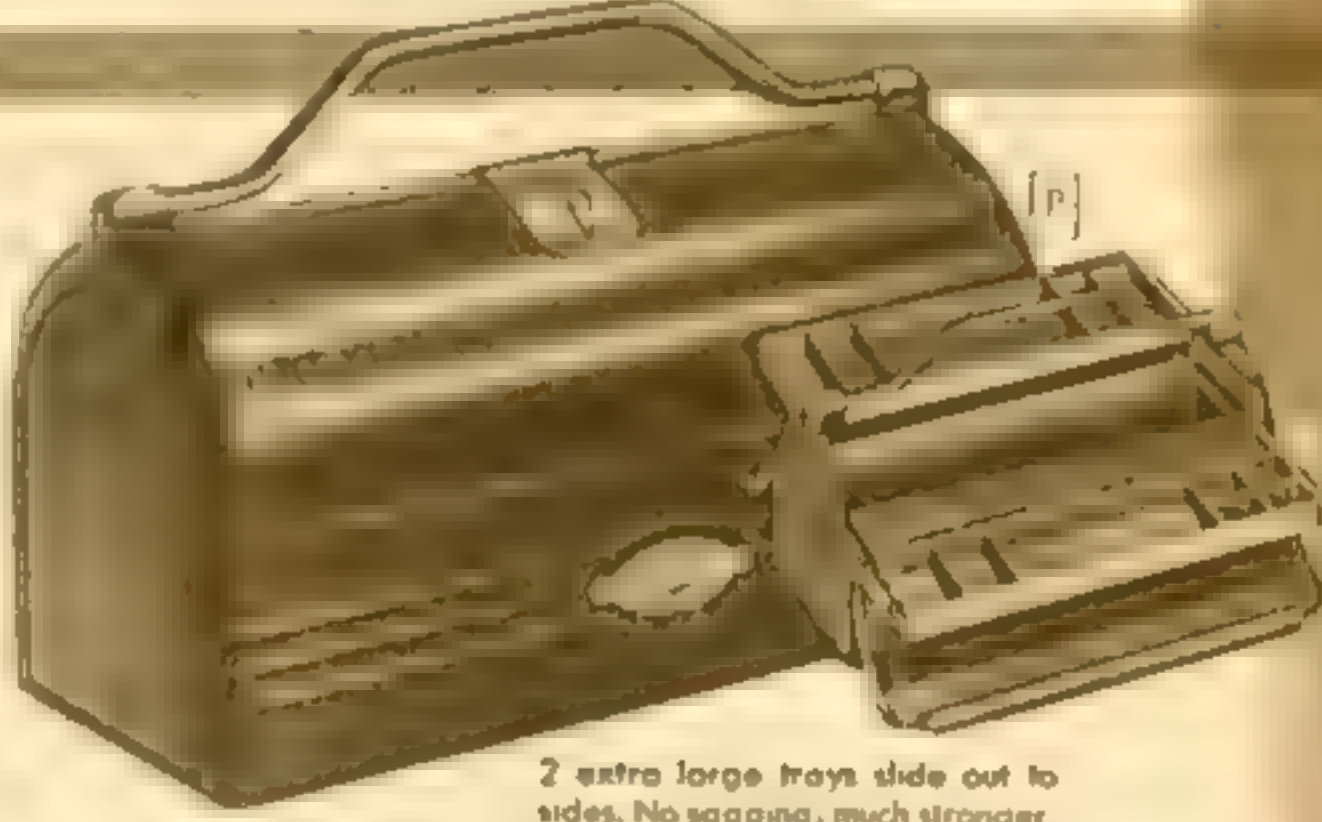
- F 9 N 6525—6 compartments. 4 1/2 in. long, 2 3/4 in. wide; 1 in. deep. Shpg. wt. 8 oz. **59c**
- G 9 N 6523—9 compartments. 7 in. long, 3 1/2 in. wide; 1 1/2 in. deep. Shpg. wt. 9 oz. **75c**
- H 9 N 6530—12 compartments. 8 1/2 in. long, 4 1/2 in. wide; 1 1/2 in. deep. Shpg. wt. 11 oz. **98c**
- J 9 N 6526—7 compartments. 8 1/2 in. long; 4 1/2 in. wide; 1 1/2 in. deep. Shpg. wt. 11 oz. **98c**
- K 9 N 6528—18 compartments. 11 in. long; 6 1/2 in. wide; 1 1/2 in. deep. Shpg. wt. 1 lb. 2 oz. **\$1.09**
- L CRAFTSMAN 4-drawer Cabinet. Very handy in the workshop, home, farm or office. 24-gauge sheet steel, electrically welded. Size 8 1/2 x 7 1/2 x 10 in. Fine for small tools and parts! Four drawers, 7 1/2 x 10 x 1 1/2 in., each partitioned into 12 sections. Center partitions fixed; others adjustable. Index card holders on drawer fronts. Machinery gray finish.
9 N 6531—Shipping weight 8 pounds **\$4.65**



CRAFTSMAN All-steel Machinists' Chests

\$19.95 **M** Open top style. Designed for tool and die makers, machinists etc. There's lots of room in this big, well made 20x9x13-inch chest. All-steel construction—moisture resistant helps guard tools from rusting. Top raises to give roomy felt-lined compartment for larger tools. Two large full length drawers: one 1 1/2 in. deep and the other 2 1/4 in. deep. Four small drawers 9x8x1 in. deep, one small drawer 9x8x2 1/2 in. deep. All drawer bottoms felt lined to protect sharp-edged tools. All drawers have slide rails with stoppers... easy to open and close... won't fall out. When chest is opened, front locking panel slides under bottom drawer. Built-in tumbler lock; two keys. Machinery gray finish.
99 N 06522—Shipping weight 29 pounds, **\$19.95**

\$25.50 **N** Open top style. Our finest all-steel machinists' chest. Has one-piece, deep-drawn pressed steel top... conveniently fitted with special spring clips for holding booklets, blueprints, etc. All corners are rounded for added good looks, and to protect clothing when carrying. Not only the drawers, but also the top compartment is green felt-lined to protect sharp-edged tools. Size 20 1/2 x 9 3/4 x 13 1/2 inches. Heavy duty construction... moisture-resistant. Two large full-length drawers; one 1 1/2 inches deep, the other 2 1/4 inches deep. Four small drawers 8 1/2 x 7 1/2 x 1 inch deep; one small drawer 8 1/2 x 7 1/2 x 2 1/2 inches deep. All drawers have new style chrome plated handles... glide easily on slide rails; won't fall out. When chest is opened, front locking panel slides under bottom drawer. Built-in tumbler lock; 2 keys. Four loop-type catches. Strong leather handle is securely fastened; gives comfortable grip. Attractive, rust-resisting machinery gray crackle finish.
99 N 06527—Shipping weight 30 pounds **\$25.50**



2 extra large trays slide out to sides. No sagging, much stronger. Easier to reach tools in bottom.

CRAFTSMAN sliding-tray Tool Box

\$9.50 **P** One of the finest tool boxes we have ever offered! Ideal for mechanics, engineers, service-men and householders... small partitions in trays make it excellent for fishing tackle. Simple, efficient combination of slides and levers causes two full-size trays to slide out to the sides when box is opened... trays won't sag when fully extended. No need to lift out trays to get at tools in bottom of box... no searching or fumbling for tools. Close box, and trays slide under the cover automatically... out of the way! Size 17 1/2 x 8 1/2 x 9 1/2 in. One tray is 17 1/2 x 5 1/2 x 1 1/2 in.; the other 17 1/2 x 6 1/2 x 1 1/2 in. Trays partitioned to keep small tools and sockets separated. Streamlined, curved hip-roof construction of heavy-duty 22-gauge steel—same thickness as steel used in a standard auto body; electrically welded. No sharp edges; all corners rounded. Chromium plated tubular steel handle attached to ends of box... easy to covers. Less strain on hinges! Less danger of spilling tools! Easy-action, full-length piano-type hinges. Machinery gray crackle finish. May be locked with padlock (not supplied).
99 N 06505—Shipping weight 14 pounds... **\$9.50**

See page 243 for Sears Easy Terms



Chocolates lb 43c In 9-box lots

QUALITY CHOCOLATES . . . 3 favorite kinds

Shipping weights 2 pounds; 3 pounds 6 ounces; 5 pounds

Chocolate covered Peanuts. Crisp roasted jumbo Virginia Peanuts
 87 N 7955M-3 (8-oz.) boxes 1 1/2 lbs. 79c
 87 N 7956M-6 (8-oz.) boxes 3 lbs. \$1.49
 87 N 7957M-9 (8-oz.) boxes 4 1/2 lbs. 1.93

Chocolate covered Mints. Creamy soft, refreshing peppermint cooling to the taste
 87 N 7958M-3 (8-oz.) boxes 1 1/2 lbs. 79c
 87 N 7959M-6 (8-oz.) boxes 3 lbs. \$1.49
 87 N 7960M-9 (8-oz.) boxes 4 1/2 lbs. 1.93

Chocolate Treats. Almonds, filberts, peanuts, malted milk balls, mint centers, orange marmalade, peanut crunch, raisins, etc.
 87 N 7961M-3 (8-oz.) boxes 1 1/2 lbs. 79c
 87 N 7962M-6 (8-oz.) boxes 3 lbs. \$1.49
 87 N 7963M-9 (8-oz.) boxes 4 1/2 lbs. 1.93

Assorted. One box of each kind
 87 N 7964M-3 (8-oz.) boxes 1 1/2 lbs. 79c
 87 N 7965M-6 (8-oz.) boxes 3 lbs. \$1.49
 87 N 7966M-9 (8-oz.) boxes 4 1/2 lbs. 1.93

HARD CANDIES AND JELLIES . . . 4 Christmas Treats

Shipping weights 2 lbs. 10 oz.; 5 lbs. 3 oz.; 8 lbs. 11 oz.

Candy Corn. Tender mellow creams
 87 N 7943-4 (9-oz.) boxes . . . 79c
 87 N 7944-8 (9-oz.) boxes . . . \$1.49
 87 N 7945-12 (9-oz.) boxes . . . 1.85

Hard Candy Drops. Orange, Lemon, Lime, Peach, Cherry, Wintergreen and Peppermint flavors
 87 N 7949-4 (9-oz.) boxes . . . 79c
 87 N 7950-8 (9-oz.) boxes . . . \$1.49
 87 N 7951-12 (9-oz.) boxes . . . 1.85

Peppermint Pillows. Refreshing
 87 N 7946-4 (9-oz.) boxes . . . 89c
 87 N 7947-8 (9-oz.) boxes . . . \$1.49
 87 N 7948-12 (9-oz.) boxes . . . 2.16

Jelly Drops. Tender, delicious jelly specialties . . . a favorite Christmas candy. Clove, Anise, Peppermint, Cinnamon, Wintergreen, Orange and Sassafras natural and artificial flavors. Creamy soft centers
 87 N 7940-4 (9-oz.) boxes . . . 69c
 87 N 7941-8 (9-oz.) boxes . . . \$1.33
 87 N 7942-12 (9-oz.) boxes . . . 1.75

Assorted Sets. One box of each kind of candy listed above.
 87 N 7952-4 (9-oz.) boxes . . . 79c
 87 N 7953-8 (9-oz.) boxes . . . \$1.49
 87 N 7954-12 (9-oz.) boxes . . . 1.85

JELLIES AND MELLOW CREAMS . . . 4 varieties

Mellow Creams. Chocolate, Vanilla, Raspberry, Orange natural and artificial flavors. Shpg. wts. 2 lbs. 10 oz.; 4 lbs. 12 oz.; 6 lbs. 14 oz.
 87 N 7991-4 (8 1/4-oz.) boxes . . . 69c
 87 N 7992-8 (8 1/4-oz.) boxes . . . \$1.33
 87 N 7993-12 (8 1/4-oz.) boxes . . . 1.75

Kentucky Mints. Jelly Mints. Shpg wts. 2 lbs.; 4 lbs.; 5 lbs. 4-oz.
 87 N 7994-4 (6 1/4-oz.) boxes . . . 79c
 87 N 7995-8 (6 1/4-oz.) boxes . . . \$1.49
 87 N 7996-12 (6 1/4-oz.) boxes . . . 1.85

Orange Halves. Jellies. Shpg. wts. 2 lbs. 6 oz.; 4 lbs. 6 oz.; 6 lbs. 6 oz.
 87 N 7982-4 (8-oz.) boxes . . . 69c
 87 N 7983-8 (8-oz.) boxes . . . \$1.33
 87 N 7984-12 (8-oz.) boxes . . . 1.75

Jelly Beans. Outshined sugar panned centers. Jelly centers. Lemon, orange, lime, licorice and cherry flavors (natural and artificial). Just the thing for Christmas stocking, school parties, etc. Shpg. wts. 5 lbs., 5 lbs. 12 oz.; 8 lbs. 8 oz.
 87 N 7985-4 (11-oz.) boxes . . . 89c
 87 N 7986-8 (11-oz.) boxes . . . \$1.65
 87 N 7987-12 (11-oz.) boxes . . . 2.16

Assorted Sets. Contain one box of each kind of jelly listed above. Shpg. wts. 2 lbs. 8 oz.; 4 lbs. 10 oz.; 6 lbs. 11 oz.
 87 N 7988-4 boxes . . . 79c
 87 N 7989-8 boxes . . . \$1.49
 87 N 7990-12 boxes . . . 1.85

Hard Candies and Jellies at low as .lb. 29c In 12 box lots



*Open-fresh Package
 Candy, Nuts, Cookies*

"For Christmas with its lots and lots of Candies, Cakes and Toys"



Jellies and Mellow Creams at low as .lb. 29c In 12 box lots



Candied Fruit

\$1.98 2 lb. tin
 Uncooked Christmas
 fruit and nuts in a box
 of delicious candied fruit
 and nuts. This makes a
 delicious treat and makes
 a great gift. 11 lbs. 11
 lbs. 11 oz. 11 lbs. 11 oz.
 87 N 7899 Shipping weight 4.92 \$1.98



B 4 for 98c

C 89c

Chocolate Santas
 Solid Chocolate Santa Clauses, Each dressed up in a gaily decorated foil wrapper. 1 1/2-inch Santas made of pure solid milk chocolate - no peanuts added. Shipping wt. 1 lb. 47 N 7881 - 10 Santas 89c



A Christmas Stocking. 17 1/2 inches high! Red mesh stocking containing 1 large Patience Puzzle, 1 box Crayons, 1 Sail Boat, 1 Pop Gun, 1 whistle and 1 Paint Set, plus 11 oz. of cello-wrapped hard candy. Shpg. wt. 1 lb. 6 oz. 87 N 7830 Each..... **89c**

B Jumbo Christmas Boots. Large 4-inch Santa Claus Boots with 18 cello-wrapped lollipops in each one. Boots made of clear red plastic with a Merry Christmas band around each one. Shipping weight 1 lb. 4 oz. 87 N 7886 4 for **98c**

C 12 Candy Cones in a real checkerboard box 12 cones, 7 1/2 in. long and 1/2-in. diameter, individually wrapped in cellophane, and securely packed in a cardboard box. Cardboard checkers included. Shpg. wt. 1 lb. 6 oz. 87 N 7895 12 for **89c**

Stocking Fillers Christmas Candies

"...Little stockings full of sweets and toys
Everything charming for little girls and boys"



D 4 Plastic Toys 98c

4 Plastic, Candy-filled Toys

D Brand new! A wonderful assortment of children's favorite plastic toys... at a real low price. Here's what you get, (1) A candy-filled white Trojan horse with 4 lollipops astride it. Candy comes out of a secret opening in underside of horse. On wheels, horse is 5 1/2 inches high and 5 inches long. (2) A jolly fat plastic Santa on skis with 10 lollipops in his pack. Red and white Santa stands 4 1/2 inches high on green plastic skis. (3) A cunning white plastic snowman 5 inches high, with a coal black stovepipe hat, buttons and pipe. He carries 10 lollipops in a pack on his back. (4) A Santa Claus boot, 3 inches high, filled with 10 favorite lollipops. All together it makes a magical assortment sure to delight any child. 87 N 7865 - Shpg. wt. 2 lbs. 4 oz. Set of 4 plastic toys **98c**



E 10 Christmas Boots 98c

E 10 Christmas Boots. Favorite Christmas novelty... a set of 10 clear red plastic Santa Claus boots each filled with 7 lollipops. Hang on tree and use as school party favors. 2 3/4 in. high. 87 N 7866 - Shpg. wt. 2 lbs. 8 oz. Set of 10 boots (70 pops) **98c**

F 9 candy-filled toys. Assortment consists of one 3 1/2-inch Kiddies Drinking Mug, 2 U.S. Army Bomber planes, 2 Station wagons, 2 Model Cars, each 4 1/2 in., and 2 Santa Claus Boots all filled with panned candies. Shpg. wt. 3 lbs. 6 oz. 87 N 7852..... 9 glass toys **89c**



F 9 Filled Toys 89c

G 4 jumbo size candy filled toys. 7-inch horn that blows like a whistle, 5-inch lantern, 6-inch roly poly Santa, and 6-inch candy pump, all filled with panned candies. Pump has hose and crank that actually turns candy out. Looks like a real gasoline pump. Shpg. wt. 2 lbs. 8 oz. 87 N 7851 4 plastic and glass toys **98c**



G 4 Jumbo Size Filled Toys 98c

H 54 Lollipop Tree Decorations. 9 all-day suckers dressed up like snowmen, with a lollipop on each one. Plus 45 colorful cards in 5 Christmas designs with a pop on each one. Pops slip easily into cards. Just hang on Christmas tree. 87 N 7885 - Shipping wt. 2 lbs. 54 tree pops **89c**

H 54 Tree Pops 89c



A million pounds of Hard Candy to make your Christmas sweeter



A quality assortment of satiny finish hard candies at a price you can easily afford. Pure wholesome candies are everyone's favorites. See them now, and get in the holiday Christmas spirit. Remember, you save when you buy the larger, 30-pound size. Use hard candies generously to fill stockings, trim the tree, to serve guests and for holiday parties. For last minute gifts, fill empty Christmas Boxes and boots shown below. Candy is packed in bright red bags shown at left (except 30 lbs.).

Just look at all the different flavors and shapes you get in this wonderful Christmas assortment. Such shapes as pillows, wafers, drops, etc. Such flavors as lemon, orange, vanilla, raspberry, mint, lime, wintergreen, etc. And best of all, look at the low price for this quality candy.

Less than
24c
per pound in
30 lb. cartons

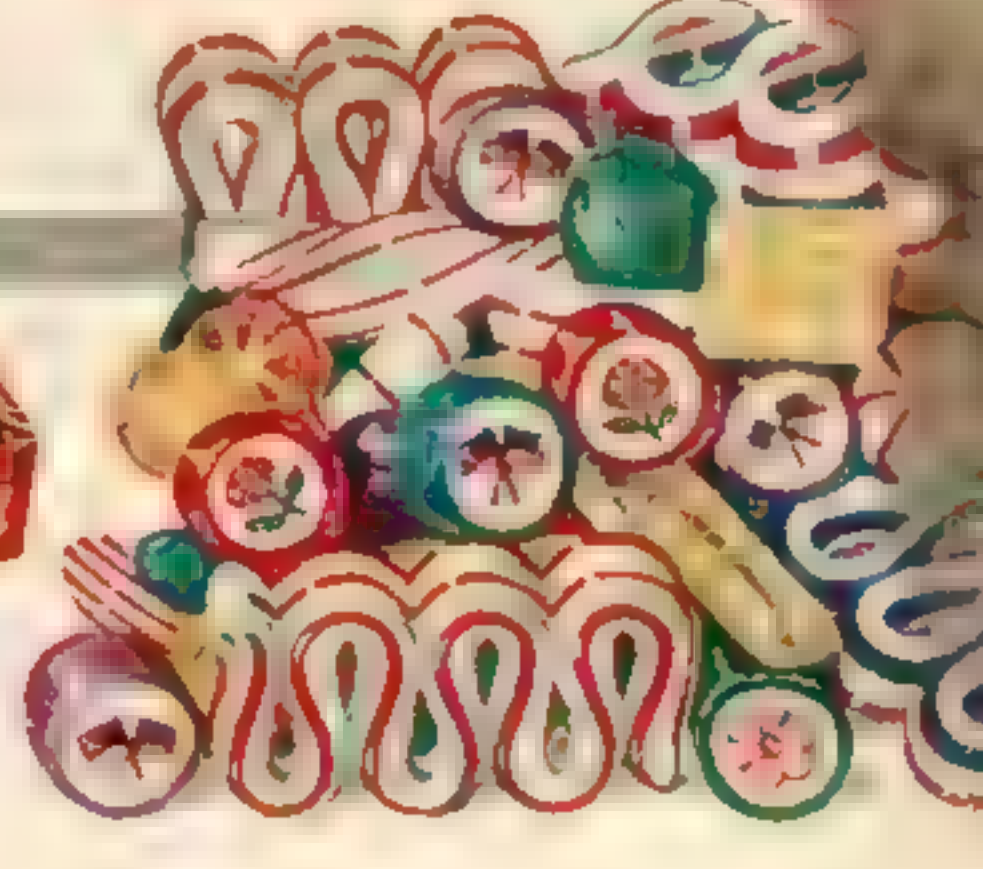
87 N 7896—Shipping wt. 4 lbs.	3-lb. bag	89c
87 N 7897—Shipping wt. 7 lbs.	6-lb. bag	\$1.75
87 N 7898—Shipping wt. 10 lbs.	9-lb. bag	2.55
87 N 07899—Shipping wt. 33 lbs.	30-lb. carton	6.98

Empty Christmas Candy Boxes . . . Santa Claus Boots

To large quantity purchasers! Please order as early as possible to assure complete deliveries.

Empty Santa Claus Boots. 59c
A festive holiday plastic boots with Christmas trim. Set of 6 boots . . . each one holds 4 oz. of candy (not included). Fill with hard candies shown here and OPEN-FRONT on preceding page. Shpg. wt. 2 lbs. 6 oz.
87 N 7867—Set of 6 boots for . . . 59c

Candy Gift Boxes. 50c
Christmas scenes on cardboard boxes, 1 1/2-lb., 36 boxes size. Fill with candy and OPEN-FRONT on preceding page. Shpg. wt. 1 lb. 8 oz., 11 boxes.
87 N 7873—Each box . . . 50c
87 N 7874—Each set . . . \$1.19



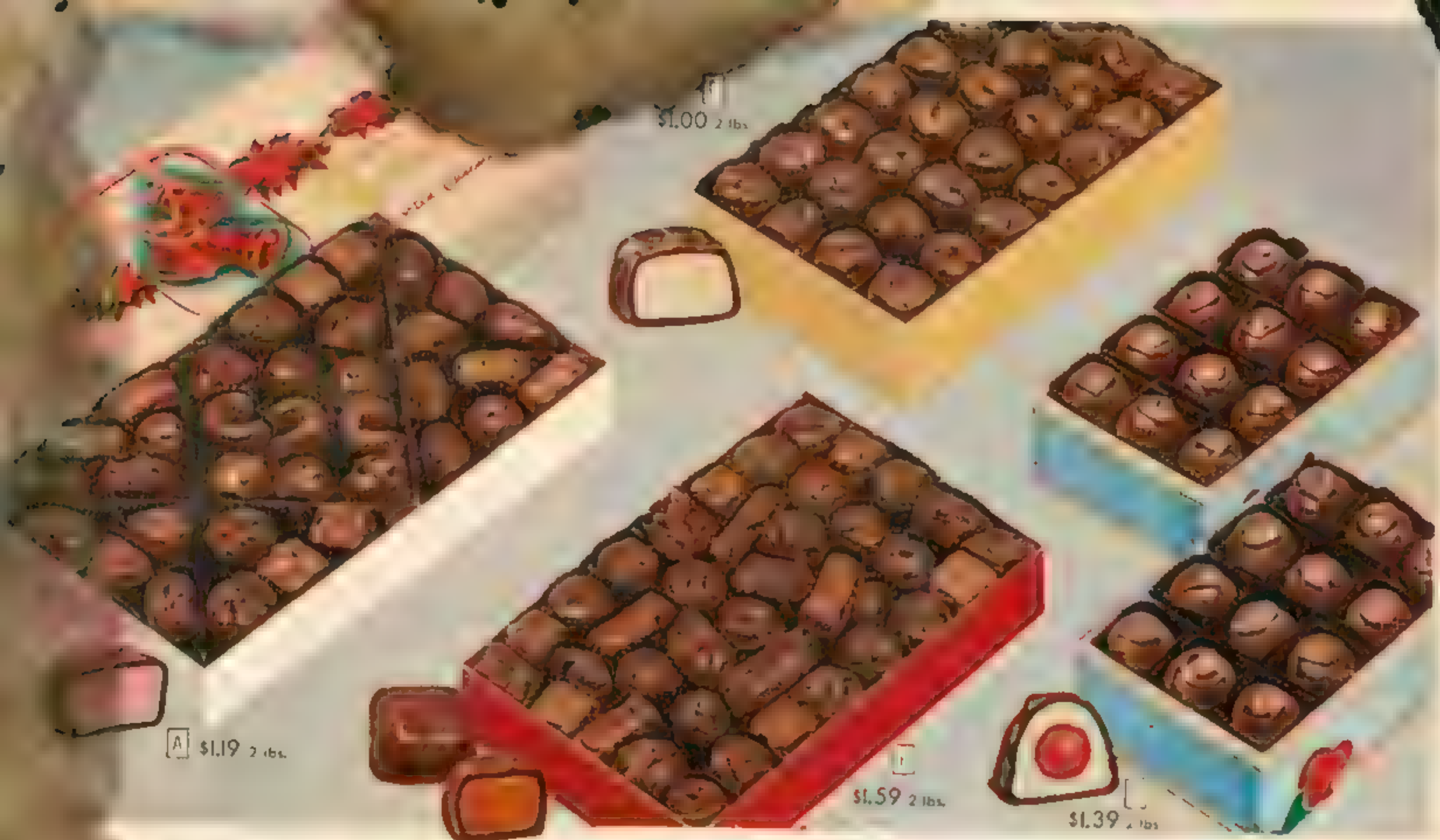
Diana Stuff Confections
Butte's famous selected candy assortment. Thin crispy sugar shells packed tight with pure vanilla's joys. 3 lb. tin.
87 N 7853—3-pound tin . . . \$1.39

Christmas Surprise Box
Pure, luscious creams and drops packed in attractive gift box. Orange, lime, raspberry, cherry and pineapple jellies and white, pink, yellow and orange creams. Gift size. Great for filling holiday boxes above. Shipping weight 3 pounds. 6 oz.
87 N 7850—3-pound box . . . 89c

Kens Candy Drops
Assorted rolls of refreshing candy drops in delicious flavors—green, wild cherry, orange, lime, etc. Ideal for slipping in Christmas stockings—perfect boxes for school Christmas parties.
Box of 20 rolls. Shipping weight 2 lbs.
87 N 7844—Each box . . . 65c

Old Fashioned Jumbo Mix
Your favorite Christmas mix back again. A wonderful assortment of creams, nut milk, raisins, wafers, jumbos, etc. in attractive design, sizes and colors. Admire fresh hard candies, too. 30 lb. lot.
87 N 7935—Shipping wt. 4 lbs. . . 98c
87 N 7936—Shipping wt. 10 lbs. (9 lbs.) . . \$2.85
87 N 07937—Shipping wt. 33 lbs. (30 lbs.) . . 8.98

Buy all the Christmas candy you need. Buy on Easy Terms. See page 243 for complete details.



All the Chocolates you want for a rich and bountiful Christmas

A 2 lb. economy box of Chocolates. A wonderful assortment of 15 different chocolates. Each piece is individually wrapped. The box contains a variety of 15 delicious buttercreams, coconut crescents, raspberry opera creams. Plus, completely irresistible white cream centers. Each piece is individually wrapped. Shpg. wt. 2 lbs. 14 oz. 2-lb. box \$1.19

B 2-lb. Deluxe Chocolate Assortment. Hand-picked European-style pieces in milk and dark chocolate. Delicious centers including marzipan, caramels, butterscotch, hazelnut, chocolate chips, chicken bones, molasses taffy and peppermint. Shpg. wt. 2 lbs. 8 oz. 2-lb. box \$1.59

C 2 lbs. Chocolate Whipped Creams. 15 assorted white cream centers lavishly coated with milk chocolate, at a Sears low price. Everyone loves these real old-fashioned soft center delights. 87 N 8052—Shpg. wt. 3 lbs. 2-lb. box \$1.00

D 2 lbs. Cordal Cherries. Mouth-melting large size marzipan centers lusciously coated with cream, moist with milk sweet chocolate. 87 N 7800—2-lb. boxes Shpg. wt. 2 lbs. 8 oz. \$1.39



Wide variety of nationally advertised Chocolates

E 5-lb. Wilbur Break-up Chocolate. Here's a sweet treat for children and grownups alike. Giant 1 1/2 lb. bar of famous Wilbur milk chocolate. Soft wrapped. Shpg. wt. 6 lbs. 87 N 7814—5 lbs. \$3.59

F 2 1/2 lbs. Hershey Kisses. Taste wonderful, taste-tempting, milk chocolate candies you can't stop eating. Each individually wrapped. Packed in bright red box. Shpg. wt. 3 lbs. 4 oz. 87 N 7813—2 1/2 lbs. \$1.95

G Marlon Dragees. Ammones and libertes mixed in rich chocolate and covered with sugar coating in luscious pastel colors. In bright red 12-ounce boxes. Shpg. wt. 2 lbs. 8 oz. 87 N 7879—2 boxes \$1.19

H 11 oz. Wallace Thin Mints. These thin mints for all to enjoy. Rich creamy peppermint coated with smooth dark chocolate. Each mint in its own envelope. Postpaid. 87 N 7807—11 oz. \$1.00

I 2 lbs. Mints. Creamy mints coated with milk chocolate. The perfect after-dinner treat. Everyone from Junior to Grandma will enjoy the soft pieces. Shipping weight 3 pounds. 87 N 7890—2 lbs. \$1.29

K Whitman's Sampler. Joyful ammones, fruit and cream centers, honey nougats, caramels, marzipan and cherries. Postpaid. 87 N 7811—1 lb. \$2.00
Whitman's Fairhill, 87 N 7815—1 lb. \$1.50

GOOD . . . 5-pound box

This good quality assortment consists of your favorite chocolates in a choice of 5 lb. box and varieties. You get honeycomb chips, berries, coconut, almond, hazelnut, nougat, fruit, cream, and milk chocolates. Covered with milk and dark chocolate. Box contains 100 wrapped pieces too. Beautiful red box. With our order service at this low price! Shipping weight 6 pounds
 87N7803—5-pound box \$2.90



Chocolates

"A box full of candy
 A fine jack-a-dandy
 And Christmas is
 bringing to me"



Honeycomb Chip



Coconut Royale



Almonds



Pineapple



Brazil Nuts



Coconut Cluster



Nougat



Filbert Cluster



Maple Cream



Whole Cherries



BETTER . . . 5-lb. Miniatures

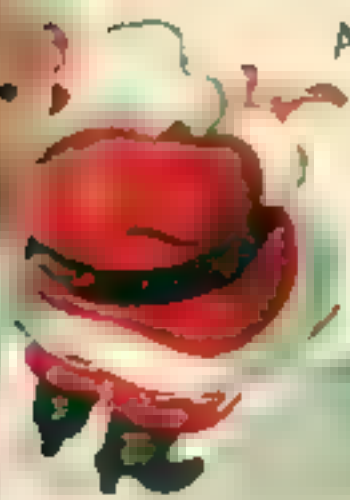
\$3.90 This is our finest quality assortment of 5 lb. box of miniatures. About 400 pieces to each 5-pound box. All pieces are covered with rich milk chocolate. Assortment consists of various cream, true raspberry, and fruit cream, apricot, and hazelnut. All nut creams are wrapped in gold color foil. These dainty chocolates will come in handy to wrap for your Christmas or Santa. Shipping wt 6 lbs.
 87N7806—5-pound box \$3.90

BEST . . . 5-pound Chocolates

\$4.90 This is our finest box of chocolate candy. We know of no other candy with this luxury quality at this comparatively low price. Assortment consists of 19 different varieties including nougat and hand dipped milk and milk chocolate. You get maraschino cherries, almonds, Brazil nuts, coconut clusters, tobert clusters, orange peel, pineapple slices, vanilla hazelnuts, cream, maple, cream and raspberry creams, cream whips, toika nut creams, caramels, honeycomb chips, coconut royales and nougat centers. Truly a candy to get on anyone's Christmas list. Packed in our elegant blue box. Also, for your best hospitality during the Holiday season. Be sure to order enough. Shipping weight 6 pounds
 87N7804—5-pound box \$4.90

Tower Christmas Cards

And all our pleasant words and smiles
Travel for miles and miles and miles



How to order name imprinted Tower Christmas Cards: Printed cards shipped from nearest mail order house in about 15 days after receipt of order. Print name clearly. Only one complete name for each card. Sorry, we cannot accept C.O.D. orders. Orders for name imprinted cards must be received before December 10th. Cards with printed names will be shipped promptly. All assortments on this page available with or without printed name. It's best to order early.



50 Cards . . . Big Value!

- 5 each of 10 new designs
- Gay colored illustrations
- Inside each card is another picture and season's greetings
- Exclusive traditional designs printed on good quality paper stock

With name **96c** Without name **68c**

Real value! 50 gay name-imprinted Tower Christmas folders at less than 2¢ a card. 10 new designs in the traditional Christmas style (5 of each) created especially for this assortment. The selection includes everything from Santa with his bulging bag of gifts to holly sprays, candles, bells and scenes of villages on their way to church. You get 5 each of these 10 new 1948 designs lithographed in glazes on good quality, "expensive-looking" paper. Inside each design is continued and an appropriate greeting expressing the season's best wishes. Box includes 50 four-fold cards 4x5½ inches and 50 matching envelopes. Send one of these colorful cards to each of your friends . . . it means so much . . . and costs so little. *Please read "How to Order" above.* Send us your order now.
 3 NR 5745—With name printed. Shipping wt. 1 lb. . . . 50 cards 96c
 3 N 5651—Without name. Shipping wt. 1 lb. . . . 50 cards 68c



25 Traditional Cards

With name **96c** Without name **68c**

- 5 each of 5 new 1948 Christmas designs
- Beautifully embossed for "raised" effect
- Harmonizing sketch and greeting inside
- Made in popular French four-fold style

These cards say "Merry Christmas" in the ever-pleasing traditional way. There's the smiling Santa Claus, the villagers, the candles, poinsettias and bells—as always—but each idea is presented in a manner unusual and entirely new this year. All cards are embossed for that "expensive" look. All have merry designs inside and out and heart-warming greetings. This exclusive Tower assortment includes 25 four-fold cards 4x5½ inches and 25 matching envelopes. Shipping wt. 1 lb. . . . 25 cards 96c
 3 NR 5726—With printed name. 25 cards 96c
 3 N 5647—Without name. . . . 25 cards 68c

25 Religious Folders

With name **96c** Without name **68c**

- 5 each of 5 exclusive new designs
- All embossed, lithographed in color
- Bible verse and greeting inside
- Designs all have religious themes

Everyone will appreciate the thought and significance behind these inspiring scenes. The 5 beautiful new Tower designs tell the story of the Star over Bethlehem—the shepherds who saw it—the adoration of the Magi—a modern church—and Christmas bells. To further clarify the picture there is an appropriate Bible quotation inside opposite the greeting. Lithographed in soft colors on fine quality paper stock, Poplar 4x5½ inches and 25 matching envelopes. Shipping wt. 1 lb. . . . 25 cards 96c
 3 NR 5732—With printed name 25 cards .96c
 3 N 5643—Without name. . . . 25 cards 68c

25 Deluxe Etching Reprints

With name **\$1.29** Without name **98c**

- 5 each of 5 newly created 1948 scenes
- Reproduced etchings suitable for framing
- Striking one-color borders around each
- Lithographed on fine quality paper

Christmas cards represent you in the homes of your friends . . . so why not send something truly beautiful, a delight to receive and look at again and again? The etchings in this assortment have been so perfectly reproduced that they ought to be framed. The box includes 25 cards . . . 5 of each of the artistic designs pictured at the left. The etchings are tinted with pastel colors and bordered by a striking band of solid color. Each has an attractive verse plus a familiar literary quotation and harmonizing design inside. Four-fold style; large 5x6½ inch size. Plain or name imprinted. See "How to Order" above. Shpg. wt. 1 lb.
 3 NR 5730—With printed name 25 cards \$1.29
 3 N 5644—Without name. . . . 25 cards 98c





Special "Big 50" Assortment . . . Tremendous value!

- Fifty beautiful cards . . . each with a new and different design
- Embossed and cutout designs, ribbon and shiny foil trim
- Beautiful lithographs of both traditional and modern Christmas scenes in color
- Each four-fold French style card carries a friendly greeting in a distinctive type face

50 cards for 94¢

Amazing Tower cards! You'll hardly believe it's possible to get so many unusual and lovely designs at so low a cost—50 cards made exclusively for **Special "Big 50" Assortment**. Some of them have bright ribbon trim or shiny foil underlays. Others are embossed or cutout in novel shapes. Look through the open doorway of a snow-covered home and see the presents piled high around the Christmas tree. Holly twined Christmas bells ring out the greeting on another. There's a card with the right picture and suitable greeting for every one of your friends and relatives. 50 four-fold cards and 50 matching envelopes. **3 N 5664**—Size: from 4 3/4 x 5 1/2 to 5 x 6 inches. Shipping weight 1 lb. 10 oz. Box .94c

... on these pages were created
... means you can be sure of receiving
the very best for your money. Each card was chosen
for originality and beauty of design—appropriateness of
greeting—quality of paper and printing. We think you
will be as proud to send them as we are to present them.

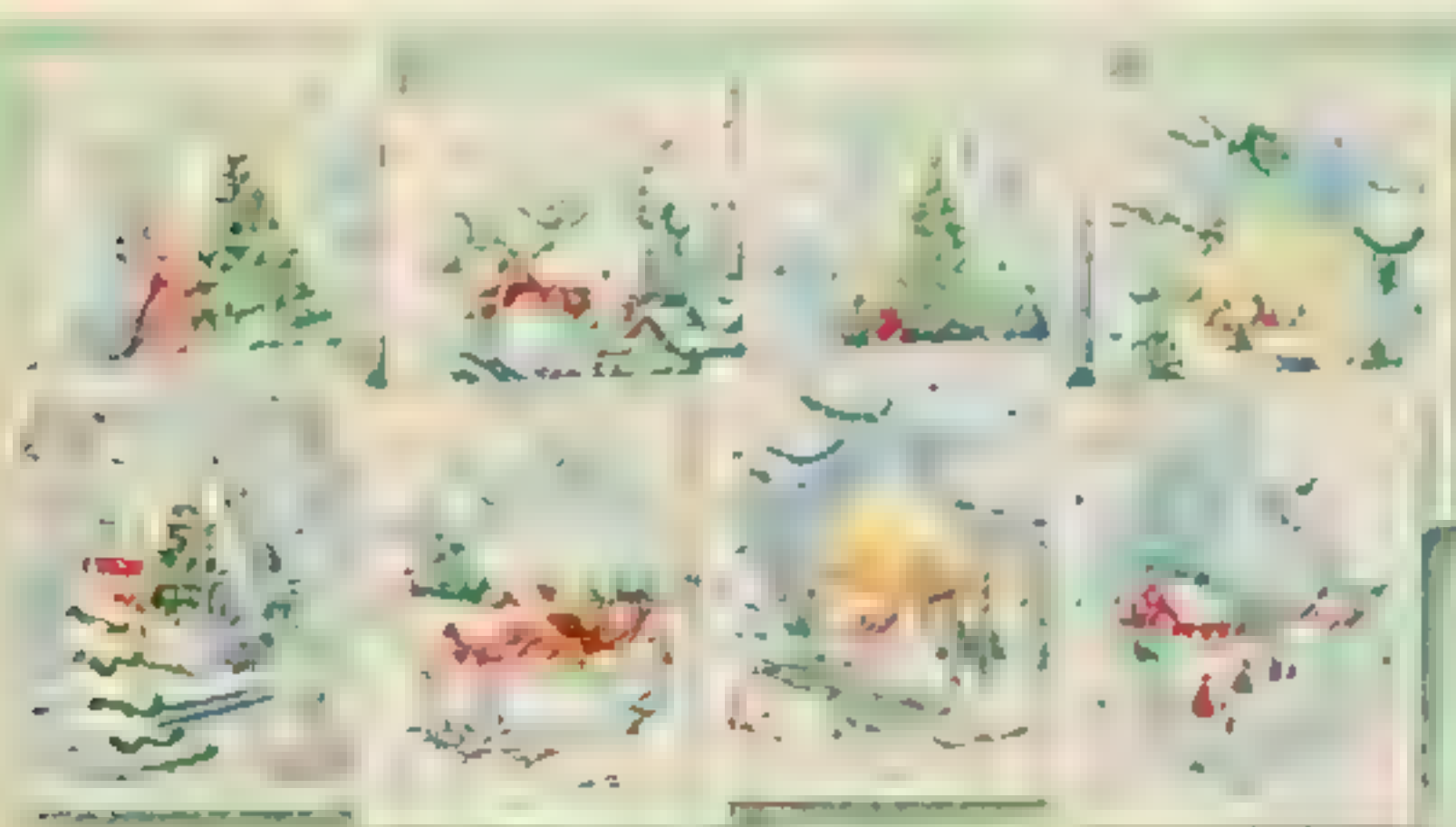


Traditional Embossed Folders

- 25 different rich-looking raised designs
- Four-fold style with pleasant verse inside
- Warm colors and pictures in the traditional Christmas spirit
- Tastefully embossed for that fine quality "raised up" look

25 cards for 47¢

Now as the jovous holiday season approaches, take time to send your friends a reminder of your good will. The verses inside these four-fold Tower cards are simple, but heart-warming. The embossed designs in glowing colors have a 3-dimensional effect that makes the pictures come alive. Every card is different and every card is lovely. Traditional Christmas topics presented in new ways. 25 unique cards and 25 matching envelopes. Size 4 3/4 x 5 1/2 inches. **3 N 5667**—Shipping weight 14 ounces. Box .47c



Glittering raised "silvery snow"

- 25 outstanding designs with shimmering silver snow effects
- Shiny raised silver snow effects glamorize each gay design
- Each four-fold card has a colorful picture on the front and another on inside fold
- Each card has a short and merry greeting enclosed by a distinctive border of silver

25 cards for 94¢

There's a touch of winter fairyland in these cards . . . shimmering branches heavy with snow . . . the air filled with curiously shaped snowflakes. Each card has a new, different Christmas scene in a distinctive, glamorizing design. 25 unique cards and 25 matching envelopes. Size 5 x 6 inches. **3 N 5668**—Shipping weight 1 pound. 25 cards in attractive box .94c



Cards with Religious Themes

- 24 beautiful cards—each with a different religious theme
- Pictures printed in soft-toned colors
- Attractive new designs tell the beloved story of the Christ-Child
- Each has a thoughtful verse extending the season's best greetings

24 cards for 47¢

Remind your friends of "Peace on earth, good will towards men." Send them cards that stress the true meaning of Christmas . . . inspiring verses and beautiful pictures. 24 unique cards and 24 matching envelopes. **3 N 5669**—Shipping weight 14 ounces. 24 boxed cards .47c



Christmas Annual

A book for the whole family to enjoy! -The 1948 American Annual of Christmas Literature and Art is the finest edition of this ever-popular book. Lavishly illustrated with photographs and drawings, many in gorgeous color. Packed with poems and stories, music and carols in harmony with the season. 68 pages 10 1/2 x 14 inches. Postpaid (Shpg. wt. 1 lb.) 3 N 2462—Paperbound.....97c

97c



Tower
Gift Wrappings

"What makes the Christmas star so bright Where does it get its silver light?"



Our Biggest, Fanciest and Best Box

- 53 wrapping sheets, 29 in designs
- 262 feet matching cords and ribbons
- 190 matching cards, tags and seals

\$2.95

Everything you need to wrap your own Christmas packages and make a beautiful show-case job of it, too. Materials are all of the very finest quality, with merry Christmas designs in gorgeous full color. And for an added professional touch, matched design papers, cards, tags, seals are provided. For poinsettia paper there are poinsettia seals, etc. Instruction sheet tells you how to get the most attractive results.

53 sheets of gift paper: 18 sheets lithographed in same designs as 3N5553 and 3N5554 combined (see assortments on facing page); 3 sheets metallic silver paper with colorful designs; 8 sheets tissue in Christmas designs, 24 white tissue paper.

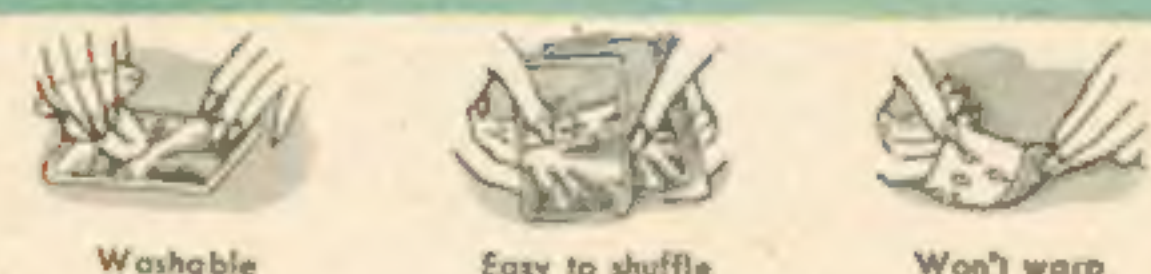
262 ft. of cords, ribbons: 125 ft. of red, blue, green tinsel cord; 25 ft. of 3/8-in. red and silver tinsel ribbon; 18 ft. 1/2-in. green plastic rayon ribbon; 15 ft. each of 3/8-in. blue tinsel ribbon; 3/16-in. crimped red rayon ribbon, 3/16-in. crimped blue cotton ribbon, 3/8-in. green tinsel ribbon; 12 ft. each of 1/2-in. red rayon crepe ribbon and 3/8-in. red and silver tinsel ribbon; 10-ft. 3/8-in. red rayon taffeta ribbon.

190 cards, tags, seals: 172 colorfully printed cards, tags, seals to match the lithographed sheets; plus 18 metallic gift folders and seals to harmonize with the metallic papers described above.

3 N 5551—Nicely boxed assortment. Shpg. wt. 3 lbs. 8 oz.\$2.95

How to Add Glamour to Your Gifts

Complete instructions are included with wrapping assortments on these two pages. You can learn to wrap quickly—easily—neatly—and have fun doing it, since everything you need is in the box. Learn to make fancy bows of various kinds.



Washable Easy to shuffle Won't warp

Give Durable Tower All-Plastic Cards

\$1.98 They're not just plastic coated, but hard-wearing plastic through and through... the perfect Christmas present for your bridge and pinochle playing friends. They cost less than paper cards in the long run, for they will outlast 50 ordinary decks. Washable—simply wipe with a damp cloth. Retain brisk snap and crispness indefinitely and won't warp... a pleasure to shuffle and deal. Shipping weights single deck 8 ounces; double deck 1 pound.

- A** America Design
3 N 3521—Single Bridge... \$1.98
3 N 3522—Double Bridge... 3.95
- C** Walnut Scroll Design
3 N 3523R—Single Bridge... \$1.98
3 N 3524R—Double Bridge... 3.95

- B** Traditional Design
3 N 3525R—Single Bridge... \$1.98
3 N 3526R—Double Bridge... 3.95
3 N 3527R—Single Pinochle... 1.98

For Easy Terms, see page 243



Tower Paper Cards

D 2 Decks Bridge Cards in Gift Case. Hinged lid case has artificial leather cover, rayon satin lining. Cards gilt edged with assorted 3 and 4-color picture back designs. 3 N 3511—Shpg. wt. 1 lb. \$2.19

E Lacquer-finished Gilt Edged Playing Cards. 4 and 5-color designs. Shpg. wt. 12 oz. 3 N 3506—2 bridge decks... \$1.49



Huge standard wrapping Box

- 49 sheets gift wrapping paper, including 15 with colored novelty designs
- 228 ft. assorted cords and ribbons in colors to harmonize with wrapping paper
- 172 assorted Christmas cards, tags and seals that match the gift paper

\$1.89

Special wrapping assortment for those who have a great many gifts to wrap. There's variety enough and fine enough quality here to enable you to make a large number of glamorous professional-looking packages. Enclosure cards, tags, and seals have same design as the gift paper. Will wrap many more packages than assortment at right. Instruction sheet included.

49 sheets of gift wrap: 10 lithographed with bright poinsettias, Christmas bells, firesides, dancing girls, candles, carolers; 5 different sheets of water color designs—Santa, elves, poinsettias, Christmas trees; 24 white, 6 red, 2 blue and 2 green sheets of tissue paper.

228 ft. cords, ribbons: 125 ft. of red, green, blue tinsel cord; 25 ft. 1/2-in. red and silver tinsel ribbon; 18 ft. 3/8-in. red rayon ribbon; 15 ft. each 3/8-in. green and silver tinsel ribbon, 3/8-in. red and silver tinsel ribbon, 1/2-in. red taffeta ribbon, 3/16-in. blue crimped rayon ribbon.

172 Gift cords, tags and seals: 72 seals in unique and colorful designs; sheet of 60 metallic silver stars; 12 gift cards; 22 gift tags, 10 with strings; 2 parcel post labels; 4 novelty gift folders with colorful Santa Claus and angel designs.

3 N 5554—In gift box. Shipping weight 2 pounds 6 ounces..... Complete set \$1.89



Medium priced Box

- 44 sheets gift paper, 8 with printed designs
- 200 ft. harmonizing Christmas ribbons, cords
- 141 assorted matching cards, tags, seals

\$1.25

Bright colors and good-looking designs make this generous matched assortment a good value. Instructions included.

44 sheets gift wrap: 4 lithographed with gay bell, poinsettia, dancing girls and Santa designs; 4 water color printed sheets with Santa, holly, poinsettia and bell designs; 24 white, 6 red, 3 green and 3 blue sheets of tissue paper.

200 ft. tyings: 125 ft. red, green, blue tinsel cord; 12 ft. 3/8-in. green rayon ribbon with printed Santa design; 18 ft. 1/2-in. red rayon ribbon; 15 ft. of each ribbon—3/8-in. red and silver tinsel, 3/16-in. blue cotton crimped, 3/16-in. red rayon crimped.

141 cards, tags, seals with designs to match the gift paper.
3 N 5553—In attractive box. Shpg. wt. 1 lb. 10 oz.....\$1.25

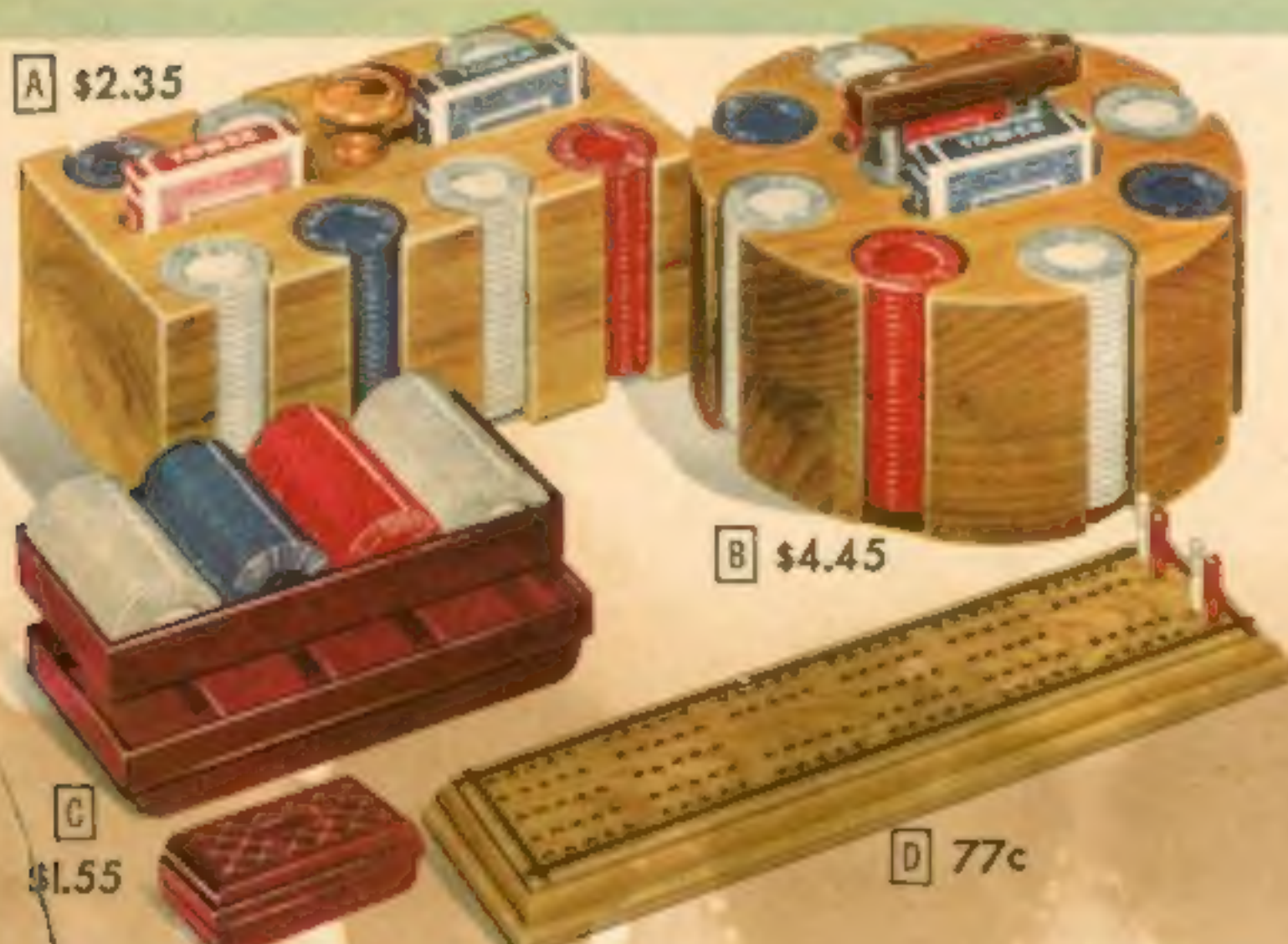
Economy Wrapping Assortment

- 34 sheets gift wrapping paper, 4 printed in color
- 173 ft. harmonizing Christmas cords and ribbons
- 99 assorted clever gift cards, tags and seals

73c

Fancy wrappings add so much to the fun of Christmas giving... at this low price you can't afford to be without them. This economy assortment includes everything you need... 34 sheets of wrapping paper, 4 printed with Santa, poinsettias, candle and old-fashioned Christmas designs. Also 173 feet of red, green and blue cords and ribbons and 99 assorted cards, tags and seals.

3 N 5552—Shipping weight 1 pound.....Complete only 73c



A \$2.35

B \$4.45

C \$1.55

D 77c

Tower Games for a Merry Year

A Oblong Poker Chip Rack—hardwood with natural finish and wood carrying knob. Imitation leather cover. Holds 2 decks cards, 200 chips (not included). Rack size 8 3/4 x 5 1/2 x 3 3/4 inches.
3 N 3560—Shpg. wt. 2 lbs. 4 oz..\$2.35

B Revolving Poker Rocks. Natural finish hardwood. Felt padded base; imitation leather cover. For chips shown, 2 decks cards (chips and cards are not included).
3 N 3555—For 200 chips. Diameter 7 3/4-in. Shpg. wt. 3 lbs.....\$4.45
3 N 3556—For 300 chips. Diameter 9 3/8-in. Shpg. wt. 4 lbs.....\$6.39

C Complete Tower Poker Chip Set. 100 all-plastic, interlocking edge chips, diameter 1 1/2-in., in an all-plastic case. 4 sections in top and bottom hold chips during game. Case 6 5/8 x 3 1/4 x 1 1/4 inches.
3 N 3575—Shpg. wt. 1 lb. 6 oz..\$1.55

100 Plastic Poker Chips. Unbreakable; interlocking edges. Slick surface; diameter 1 1/2-in. In box.
3 N 3574—Shpg. wt. 1 lb.....96c

D Cribbage Board complete with pegs and instructions. Natural finish hardwood. 11 1/2 x 2 3/4-in.
3 N 3562—Shpg. wt. 10 oz.....77c



Traditional Fruit Cakes

"My Christmas Shoppin . . . it's all done and presents bought for everyone"



Supreme . . . Our finest Fruit Cake

Highest quality batter and filling . . . a rich delicious cake comes packed in bright and colorful reusable metal tin. Truly fine fruit cake for a truly fine Christmas gift

\$3.89
5-lb. cake

Check full of:
Candied Cherries
Pineapple
Assort. fruit peel
Tangy Citron
Selected Pecans
Juicy Raisins

It isn't a Holiday without fruit cake. For a Merry Thanksgiving and Christmas dinner, serve this wonderful, festive cake. Smooth rich batter, deliciously flavored with spices, lavishly filled with fruits and nuts. Cake is topped with cherries, pecans and pineapple. A real taste thrill for the whole family. Packed in a gaily decorated, reusable tin, it's the ideal Christmas gift to send all of your friends. When empty, tin may be used as cookie and cake box, sewing box, etc.

87 N 7819—Shpg. wt. 6 lbs. 5-pound cake \$3.89

Orchard Fruit Cake

\$2.89 5-lb. cake

Complete your holiday dinners with this fine quality cake. Taste-tempting batter is flavored with spices and laden with cherries, raisins, pineapple, orange peel, lemon peel, citron and nut meats. Top is decorated with cherries, pineapple and pecans. Reusable metal container. Shpg. wt. 6 lbs.

87 N 7818—5-pound cake \$2.89

For Christmas Candy see pages 298-305

Barbara Jane Cake

\$1.89 5-lb. cake

Year after year, it's America's favorite good quality cake. Rich, spicy batter generously filled with selected fruit peels, cherries, raisins and nuts. Topped with fruits and nuts. Packed in gay and colorful cardboard window box. Truly an outstanding fruit cake value. Shpg. wt. 5 lbs. 14 oz.

87 N 7817—5-pound cake \$1.89



New! SEARS EXCLUSIVE PRE-SLICED FRUIT CAKE



Baronial Pre-sliced Fruit Cake

End forever the uncertainty of slicing fruit cake. Now you can get highest quality, moist and tempting cake ready-sliced. About 15 slices to each cello-wrapped pound loaf . . . 45 in all. Filled with cherries, nuts, pineapple, raisins and assorted fruit peel. Decorated metal tin. A new and different gift for friends . . . a wonderful treat for you.

\$2.89
3 lbs.

87 N 7840—Shpg. wt. 4 lbs. 6 oz. 3 lbs. \$2.89

SEARS, ROEBUCK AND CO., KANSAS CITY 14, MISSOURI

WishbookWeb.com

EVERY THING WE SEE BOGHT ON SEARS EASY TERMS . Now page 243